

INDIANA JONES • NO HOLDS BARRED • THE WONDER YEARS

No.  
291  
December  
1989

MAD<sup>IND</sup>®

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Cheapo!

SPECIAL  
MUTANT TURTLE  
ISSUE



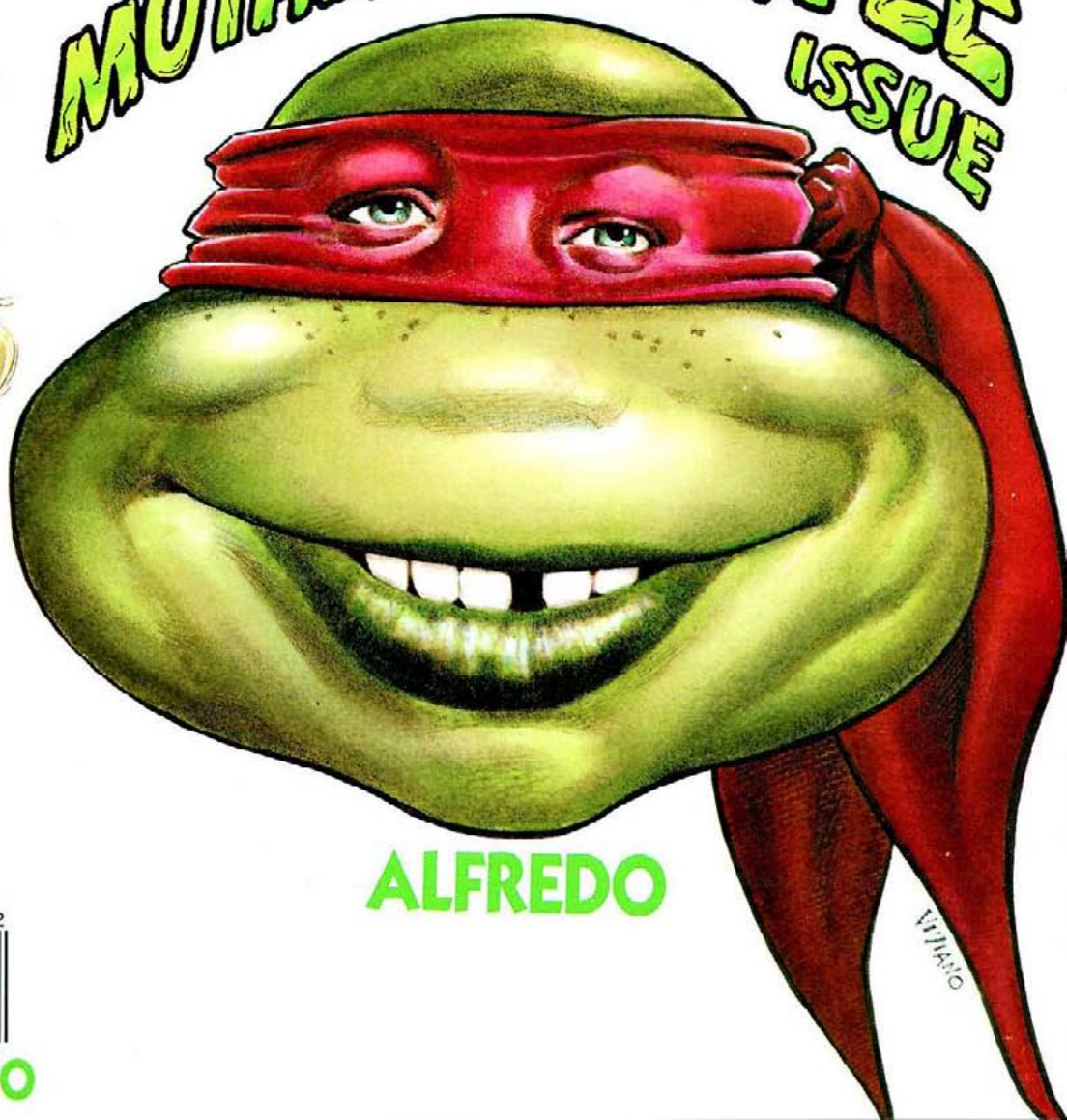
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485 MADison Avenue **MAD** New York, New York 10022

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☐ I enclose \$11.75\* Please send me the next eight semi-laughable issues of MAD and stop pushing buttons, already!

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USE COUPON OR DUPLICATE

# MAD

"You know illiteracy is a problem when the only thing most people can read are George Bush's lips!"

—Alfred E. Neuman

**WILLIAM M. GAINES** publisher

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**LEONARD BRENNER** art director **TOM NOZKOWSKI** production

**CHARLIE KADAU, JOE RAIOLA, SARA FOWLER** associate editors

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**GLORIA ORLANDO, LILLIAN ALFONSO, M.C. GAINES** subscriptions

**CONTRIBUTING ARTISTS AND WRITERS** the usual gang of idiots

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FRONT COVER ARTIST: SAM VIVIANO

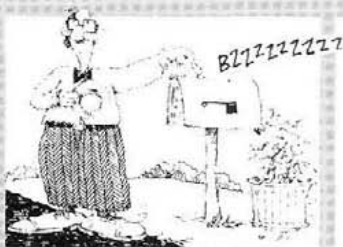
BACK COVER ARTIST: GREG THEAKSTON

BACK COVER WRITER: MIKE SNIDER

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## VITAL FEATURES

"THE  
BLUNDER  
YEARS"  
(A MAD  
TV SATIRE)  
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WHY YOU ARE  
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THE NEXT  
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POLITICAL  
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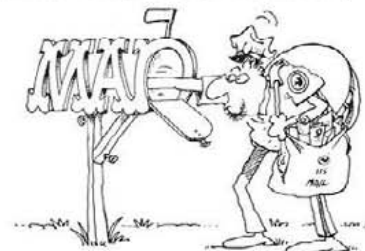
A MAD  
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"INBANANA  
JONES AND  
HIS LAST  
CRUDE DAYS"  
(A MAD MOVIE  
SATIRE)  
Pg. 45



## LETTERS AND TOMATOES DEPT.



### "BATTYMAN"

In MAD #289 you made the mistake of putting the Superman logo on Alfred E. Neuman's Batman costume. I'm sure it was just a dumb mistake.

Zachary K. Nyhus  
Buffalo Lake, MN

Zachary K. Nyhus... is that a name or an antibiotic?—Ed.

You have really screwed up now! On the cover of MAD #289, Battyman's suit has a Superman symbol on it! Did you forget what Batman's real symbol looks like?

Jeff Nau  
Springfield, MO

No, we forgot what the rest of Superman's costume looks like!—Ed.

I am used to trashy MAD movie satires, but when I read "Battyman" I was truly impressed. You reduced Batman to what he really is: a fool in tights, a lunatic in Gotham City no better than street scum. Thank you, thank you, thank you!

Nick Kuminoff  
San Rafael, CA

Nick—you seem pretty touchy about fools in tights... Professional jealousy, perhaps?—Ed.

I received my subscription issue of MAD #289 (featuring your "Battyman" satire) on June 16, 1989, a week before the furshlug-giner movie even came out! And what's even stranger is that both MAD and Batman are owned by Warner Communications. A little headstart, perhaps? Well it's a nifty idea!

Robert Gwin  
Norwich, CT

How did we get our satire out so early? Rumor has it we had a little help from some joker...



Batman's "Joker," Jack Nicholson: Where did he get that wonderful issue?

## A MAD RUSSIAN

In the Soviet Union, we use Russian magazines for toilet paper. When I came to America, I found something that works even better. Thanks for making me feel at home!

Yakov Smirnoff  
Los Angeles, CA



Russian/American comic Yakov Smirnoff, who was featured in our article "If Different Comedians Told the Same Joke" reads a copy of MAD #289. We don't know what his "A-OK" sign is referring to!



## CLOWN AND DOUBT

I noticed that in "Renegade Clowns" (MAD #289 back cover), Cleo the Clod's mugshot number is wrong. It reads "Alaska, The Cold State, 1953." Alaska didn't become a state until 1959. Just giving you a pointer.

Robert Falzone  
Massapequa Park, NY

Nice historical catch but you're slightly off. It was Guam that became a state in 1953. It wasn't until 1966 that the U.S. purchased Alaska from Puerto Rico for \$24 worth of trinkets (in what is now known as the Louisiana Purchase)!—Ed.



## PARENTAL PROS AND CONS

You will be pleased to know that my 10-year-old son and his friends are addicted to MAD. I suppose I should make some mother-like noises and declare the magazine too subversive and degenerative to young minds, but I was also similarly addicted in my youth! It's most reassuring that you are still out there thumbing your nose at the pretentious and the powerful as much as ever!

Sonia Meneghin  
Walnut Creek, CA

We just received our first issue of MAD. I am very disappointed and disgusted with the amount of sexual references. My son is only 10 and I consider this inappropriate material for him. Cancel my subscription.

Monique Cenac  
Houma, LA

Open question to our readers: Who would you want for your mother?—Ed.

## FOREIGN CORRESPONDENCE

I am French and I have been reading your "Mad gazette" for about 20 years now. American language has always been my hobby and I must thank you for having improved my knowledge of how Americans are talking to each other.

Patrick Brunet  
Genas, France

Paté—Thanks for your oah la la letter! It might interest you to know that the French language is a hobby of MAD's own Frank (François) Jacobs. In fact, whenever Frank goes to a Steak & Brew, he always goes for the French dressing at the salad bar!—Ed.

## "MAD CHARTS"

In "MAD Charts" (#289), you left out these Top Rock 'Tours: The Cars and Mike and the Mechanics on the CAR MECHANICS TOUR and Ratt and Poison on the RATT POISON TOUR!

Stephen Flood  
Brandon, VT

Now that you mention it, how about Barry Manilow and Menudo on the... Oh, maybe we'd better just forget about this one!—Ed.



## GUN SHOTS

It is our Constitutional Right to keep and bear arms. I like your magazine, but I am kind of sick and tired of your jokes about the NRA. My father and I are both members of the NRA and I just don't care for your jokes about guns, gun clubs and the NRA.

Tom Boyd  
Clute, TX

Tommy gun—You keep mentioning the initials "NRA" without explaining what they stand for. We can only assume you mean the No-good-beer-bellied-narrow-minded-killers-of-wild-life-and-the-profits-soaked-in-blood-gun-manufacturers-who-bribe-legislators-to-make-weapons-easily-available-for-the-senseless-slaughter-of-hundreds-of-innocent-victims-every-year Rifle Association. Is that the one you mean?—Ed.



## ENVELOPE OF THE MONTH



Although we decided not to print the letter Bill White of Scituate, MA sent us, we couldn't pass up his absolutely prehistoric envelope! Fa!



## MORON MAIL

In a world of \$4.00 magazines that consist of 50% advertising, finding a publication for under \$2.00 that does not accept any outside advertising is truly stunning. Mind you, a blow on the head with a large fish is stunning too!

Andy Cameron  
San Diego, CA

**Stunning, Ando-man?** You don't know the meaning of the word! *Stunning* is the first wide-eyed stare of a newborn child. *Stunning* is the petal of a rose floating gently on the surface of an unfished pond. *Stunning* is the morning sun, gleaming off the gold tooth of a Guatemalan widow carrying a large fish (which she bought for under two dollars, we might add)! Don't write back until you know the meaning of the word *stunning*!—Ed.

## A BUM "RAP"

"When Rap Music Spreads Into Everyday Life"  
Is sure to cause the postman pain and strife;  
Cuz I know that MAD will be inundated  
With rap letters that the readers created;  
Most of them will be very poor  
Some of them even worse for sure!  
So I'll just sit back and let time go by  
Till my letter is printed with some smart-ass reply!

Mike Jenkinson  
Winnipeg, Canada

Your rap didn't make us go ha ha ha, we think you're a schmuck, so fa fa fa!—Ed.

## CAKE FROSTING?



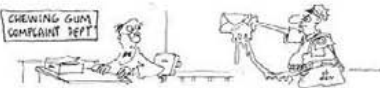
Steve—Hmmm! Looks good! Save us a little piece... and save us some cake too!—Ed.

## MORE MORON MAIL

In Spy Vs. Spy, why do teeth ALWAYS appear when a spy gets shot, squished, splattered, swatted, exploded or destroyed?

Joe Stuhff  
Las Vegas, NV

Because we're a family magazine!—Ed.



Please Address All Correspondence To:  
MAD, Dept. 291, 485 MADison Avenue  
New York, New York 10022

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope or a note congratulating John and Marilyn on their new house!

# WHAT IS ... NOTHING LIKE THE MOVIE BATMAN?

# UNRELATED TO TV'S THE WONDER YEARS??

# TOTALLY DIFFERENT FROM NINTENDO???



THESE THINGS CAN ONLY DESCRIBE ONE BOOK ...

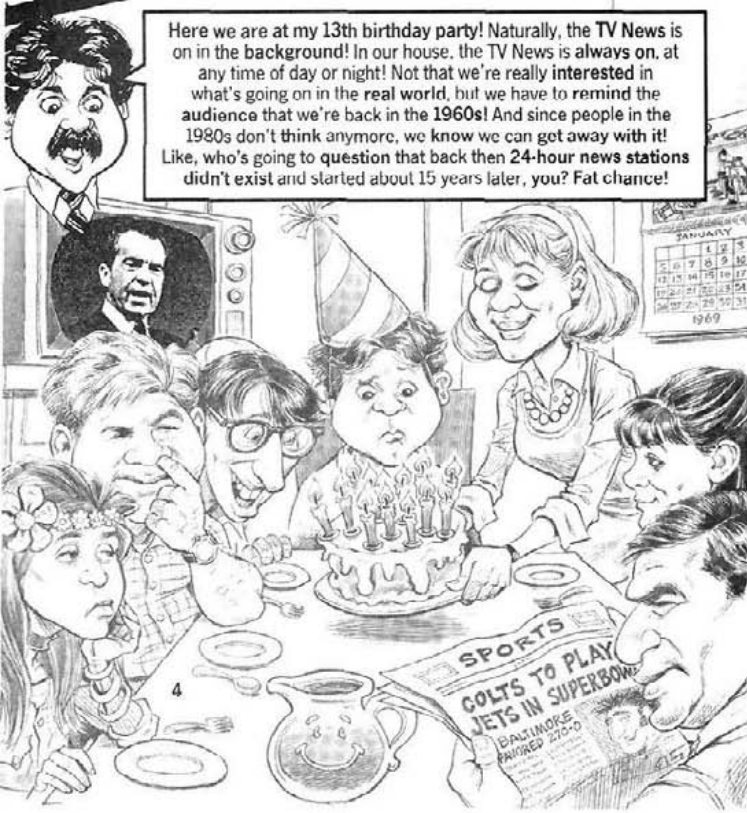
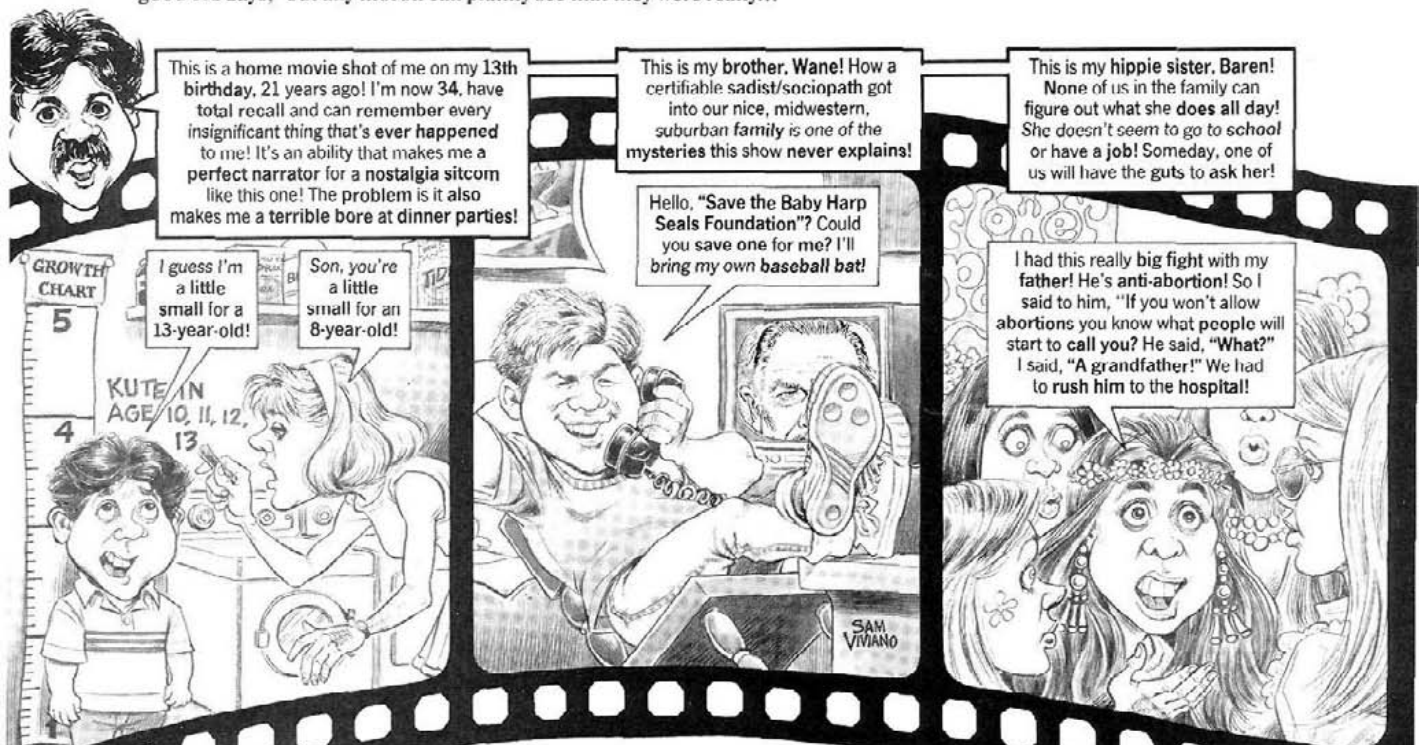


ON SALE WHEREVER THIS BOOK IS SOLD!

# SIXTIES SOMETHING DEPT.

We can see why adults in their thirties and forties enjoy a popular sitcom about growing up in the 1960's. After all, it was their time! But why does it have such appeal to kids in 1989? Could it be that today's kids are comforted by seeing what jerks their parents were back then? You bet! Yup, parents may refer to the 1960's as "the good old days," but any moron can plainly see that they were really...

# THE BL





# UNDER YEARS

ARTIST: SAM VIVIANO

WRITER: STAN HART



This is Pale, my best friend! He was in what is referred to as "The Awkward Age!" For Pale this was the period between birth and death!

This is my girlfriend, Whiny! She's also 13 years old! We were so close we even shared the same Fruit of the Loom undershirts!

This is my mother and father! they weren't the brightest couple in the world, but they were well matched! They seldom fought! Their only argument was whether or not "The Flying Nun" was a documentary!

I'm so poorly coordinated, I can't tie my shoe laces!

Your problem isn't coordination, Pale, it's just stupidity! You're wearing loafers!

I admit that Kute-in and I started by kissing, Mother, but now we do what married people do!

My God, what's that?

Fight with each other!

I just saw the garbage truck parked outside! Was he making a pick-up or a delivery?

That's an old joke!

Maybe in the '80's But now we're in the '60's!

This show is especially fortunate because of the great time period it's in! I don't mean the 1960s! I mean between "Who's the Boss" and "Roseanne"!

For my birthday, Pale gave me a rare book that I always wanted!

In show after show, you do a lot of standing around, making faces without saying anything. Why's that, Kute-in?

'Cause I have to wait until the long-winded narrator finishes talking!

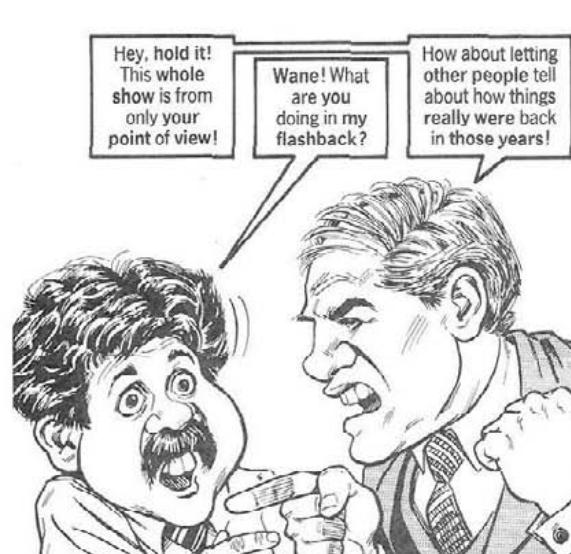
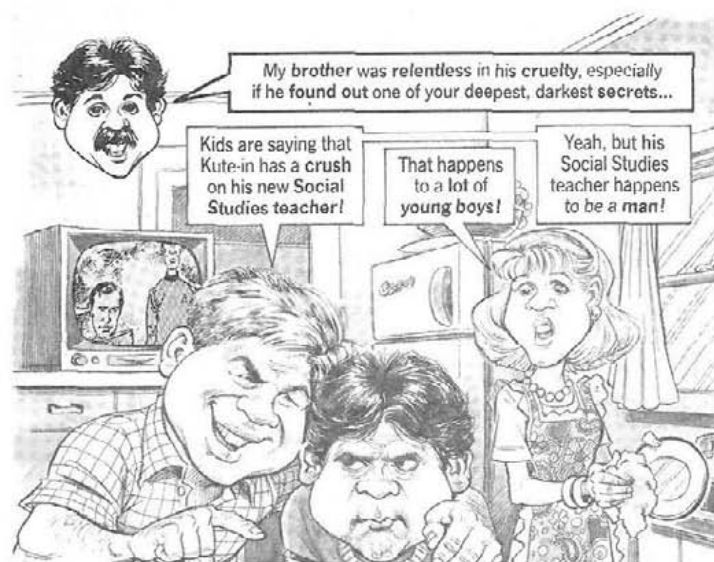
But you're the long-winded narrator!

Hmm, you're right, Pale! I guess it wouldn't be rude to interrupt myself, would it?

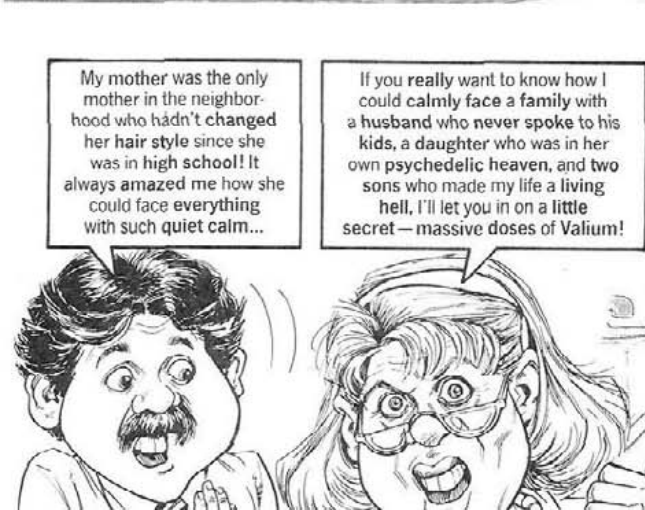
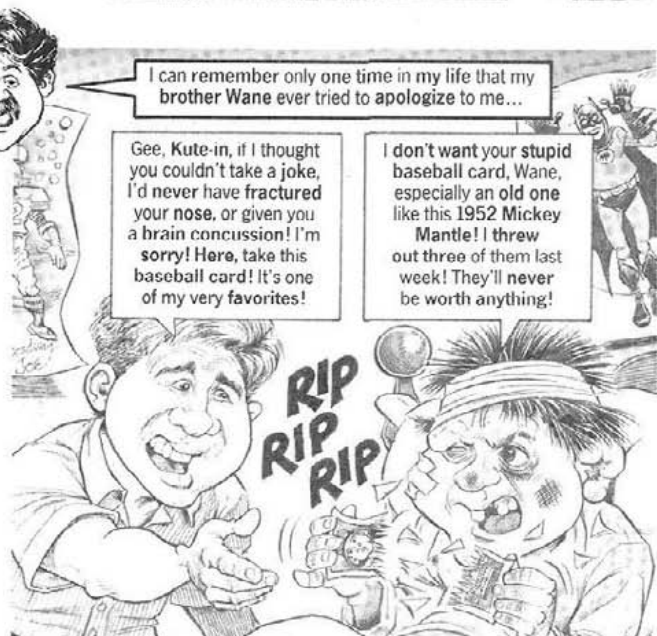
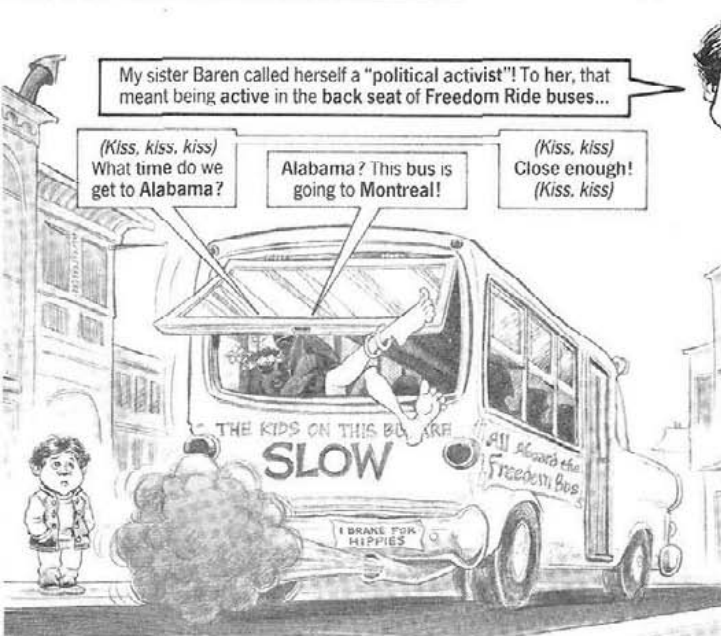
This book is so rare that even the library doesn't have a copy of it!

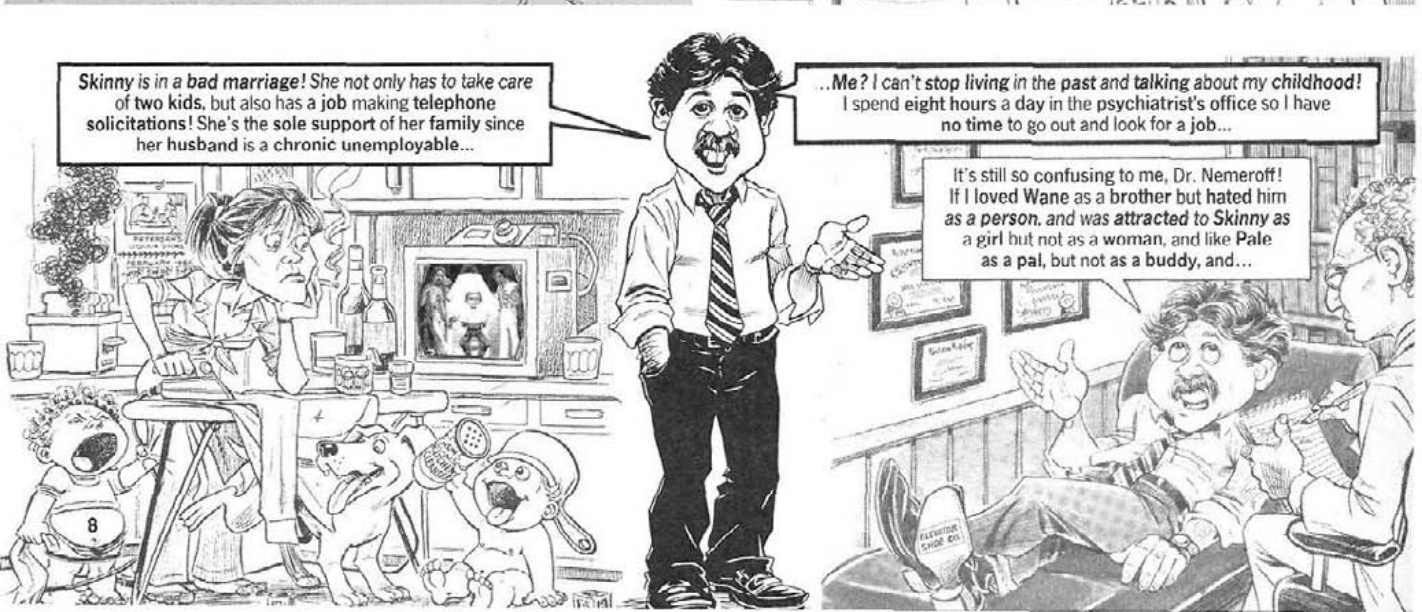
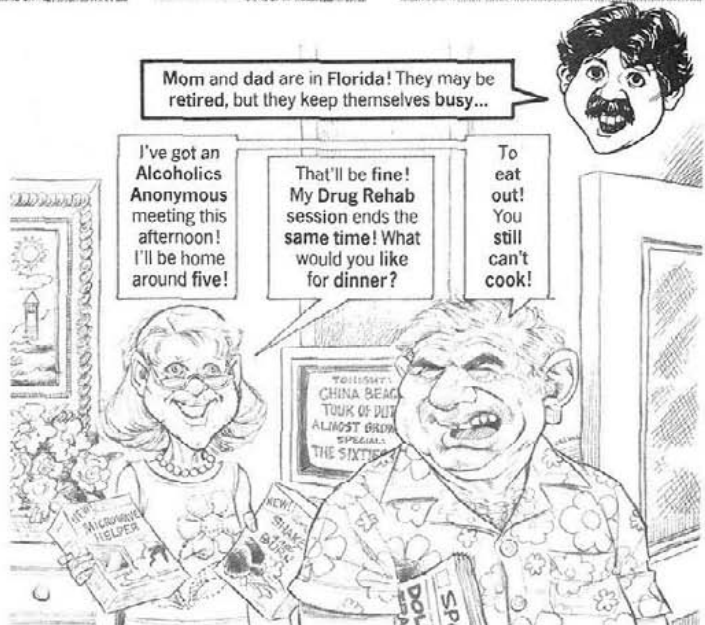
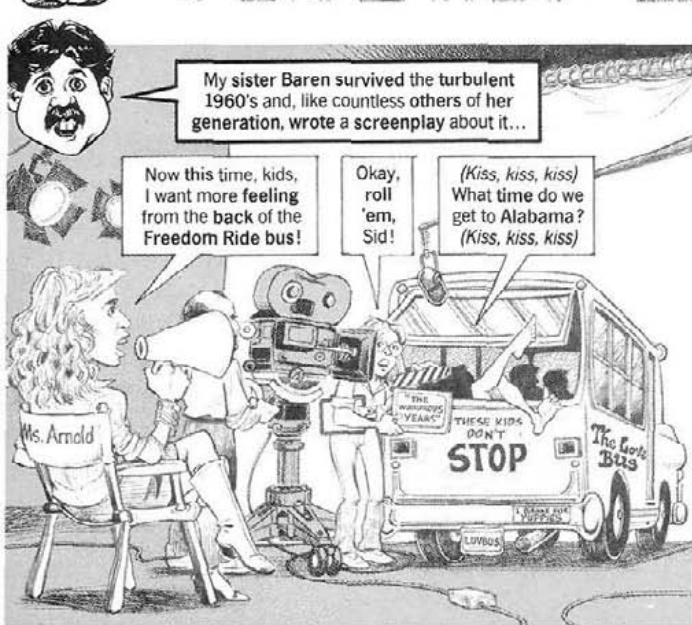
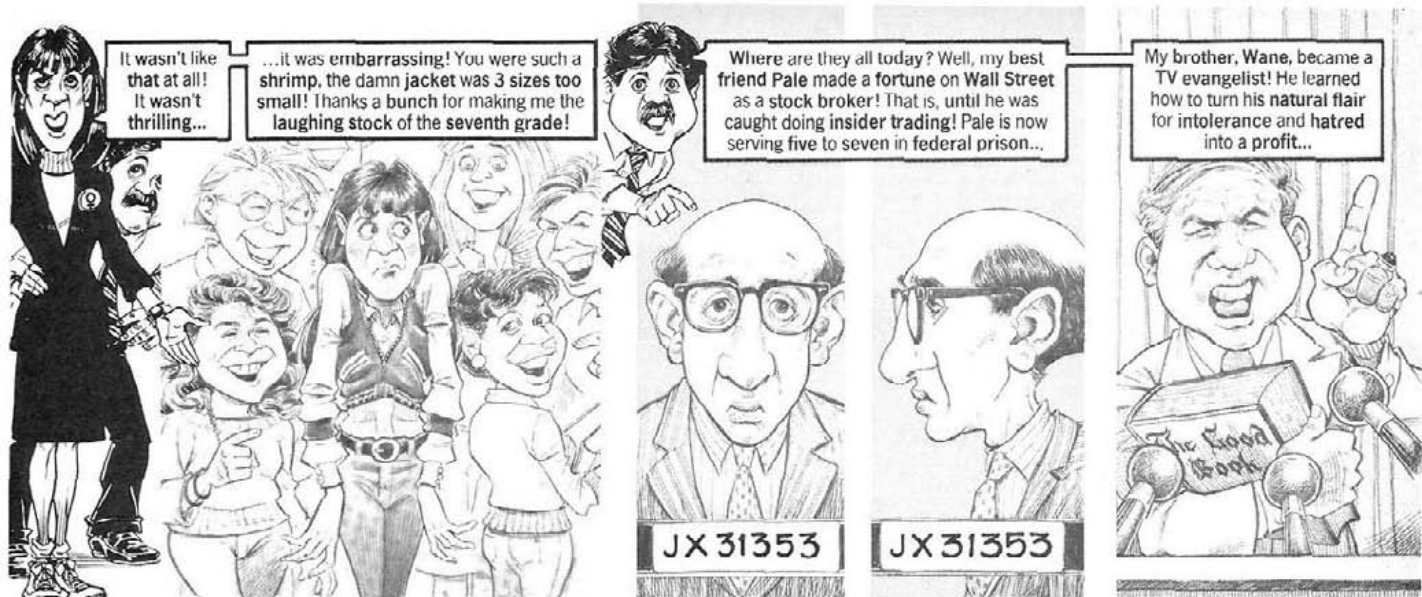
Yes it does!

Well, not any more!



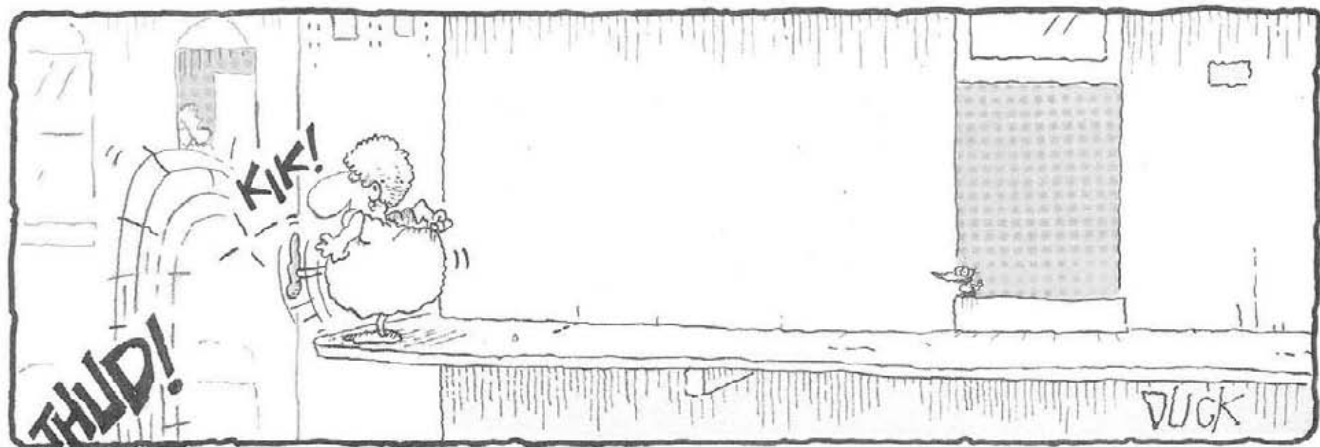
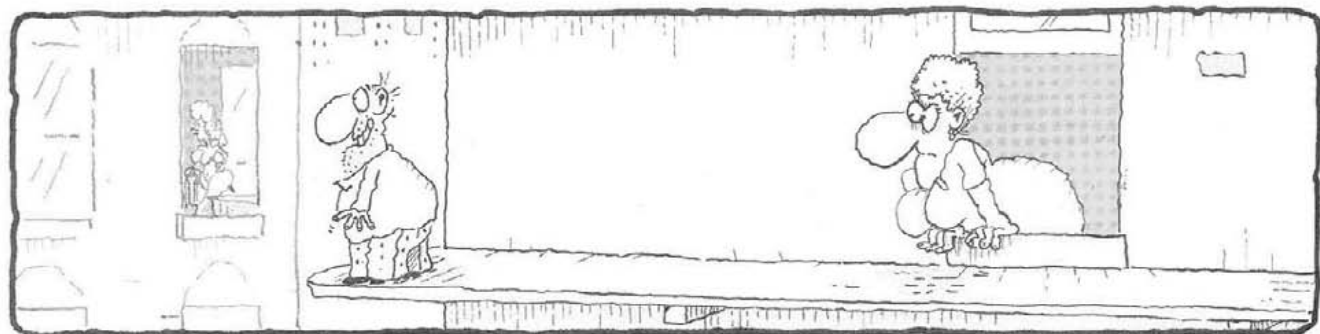
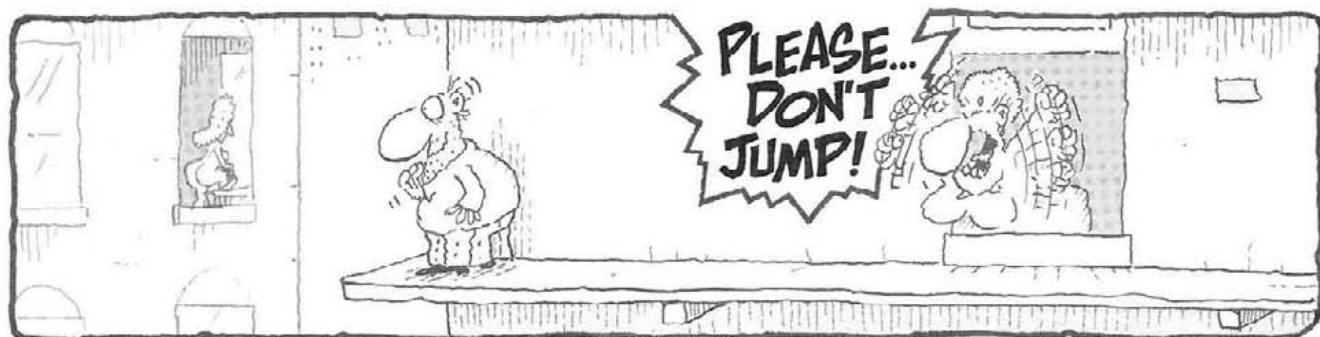






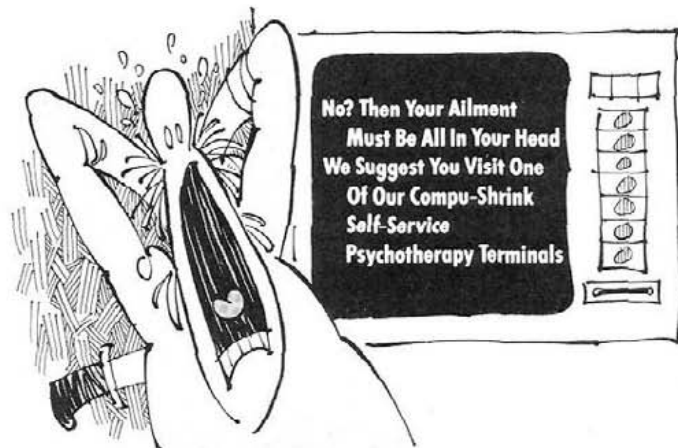


# THE LUSTY LEDGE LEGEND



The folks who invented the Salad Bar went on to create the Self-Service Gas Station, the Pick-Your-Own-Apple Orchard and the Automatic Bank Teller Machine! If you're now sick and

# COMPU-DOC<sup>SM</sup> SELF





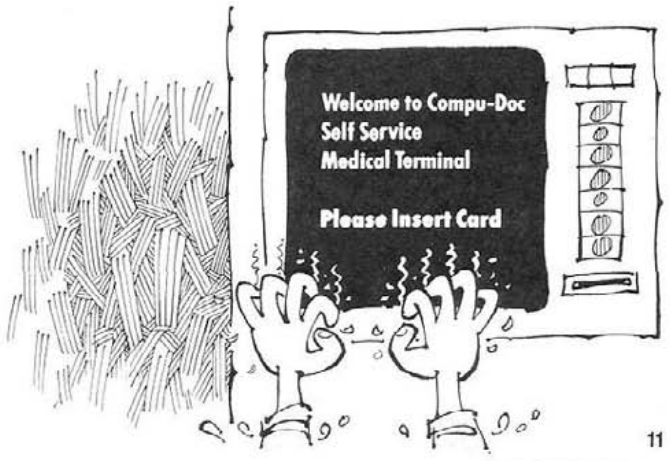
tired of doing things for yourself, tough!  
You aint seen nothin' yet! MAD now presents  
a Self Service idea we're willing to bet  
you'll be seeing any day now! Step up to the...



# -SERVICE MEDICAL TERMINAL

ARTIST: PAUL COKER

WRITERS: FLOYD KEMSKE AND PAUL COKER



**BIG-NAME BRANDS DEPT.**

A while back we figured that the popularity of Paul Newman's spaghetti sauce, salad dressing and popcorn would cause other celebrities to come out with products of their own (as a twisted status symbol sort of thing, you know?). So far, they haven't, but that's not stopping us from presenting...

**MORE  
ITEMS  
FROM  
MAD'S**

# CELEBRITY SUPERMARKET

**DWIGHT**  
**Gooden**  
**Plenty**

STRIKES OUT Between Meal Hunger

**MORTON**  
**Downey**  
FABRIC SOFTENER

Gets out even  
the toughest  
Pabulum Puking  
Stains!

LEAVES YOUR CLOTHES WITH THE  
FRESH SCENT OF TOBACCO SMOKE

*Lady*  
**Di Gel**  
The Royal Way to Crown  
Gas Pains and Bloating

FEEL LIKE A KING AGAIN!

The image displays several parody product labels and advertisements. On the left is a large bottle of 'MORTON Downey FABRIC SOFTENER' featuring a portrait of a man with a cigarette. Above it is a label for 'DWIGHT Gooden Plenty' with a baseball player's face and the text 'STRIKES OUT Between Meal Hunger'. To the right is an advertisement for 'Lady Di Gel' featuring a queen's face and the text 'The Royal Way to Crown Gas Pains and Bloating' and 'FEEL LIKE A KING AGAIN!'. On the far right, there is a vertical strip of five 'X' marks.



# RIGATONI DANZA



ONE-DIMENSIONAL PASTA

Will have your guests asking  
"WHO'S THE SAUCE?"

# R I C E RONNIE

Your guests will sing  
"Hail to the Chef!"  
comes out great  
even when you  
can't remember  
how to prepare it!

COUPON  
INSIDE!

Save 50¢ on your  
next purchase of  
GEORGE BUSH BEER!



# T-BONO STEAK

IT'S GOOD FOR  
ME AND GOOD  
FOR U-2!

GRADE A  
SOCIALLY RELEVANT  
MEAT



# Greenings from Asbury Park! BRUCE STRINGBEANS

...WILL SATISFY  
YOUR HUNGRY  
HEART!



REMEMBER TO TRY BRUCE'S  
CORN IN THE U.S.A.!



SUSAN  
**Saranwrap**  
THE SEXY SEE-THROUGH SANDWICH WRAP  
Keeps Food HOT—Even in the Refrigerator!

# MANUTE BOL O GNA

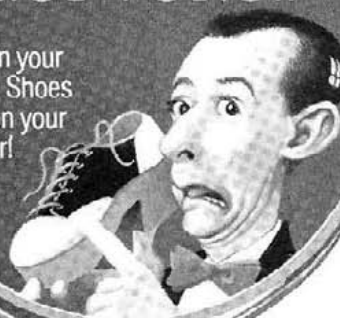


The  
Sandwich  
Meat that'll  
make you  
feel 7 feet  
7 inches  
tall!

**SLAM DUNK** some into  
your shopping basket!

## KIWI HERMAN SHOE POLISH

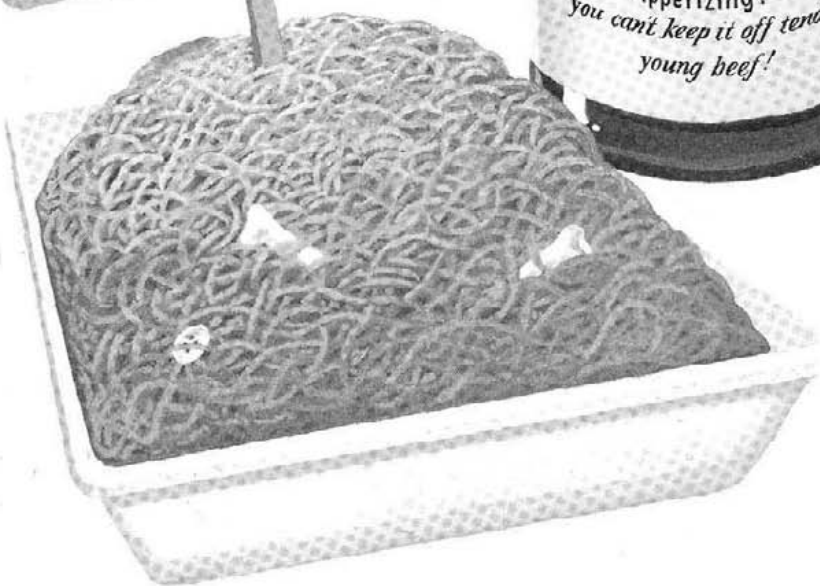
Use it on your  
Platform Shoes  
...and on your  
hair!



## GROUND CHUCK NORRIS



TOUGH, BLOODY  
AND HARD TO CHEW  
the way **REAL** men  
like it!



## WORCESTER CHER SAUCE

Helps dull meals  
"SNAP OUT OF IT!"  
Makes really skinny cuts of  
meats seem Juicy and  
Appetizing!  
you can't keep it off tender  
young beef!





THE SPY VS SPY VS SPY

Look carefully at the Publishers' Sweepstakes envelope below. You probably get one every year, and you probably trash it! You think it's junk mail, and besides, the odds must be crazy that you, out of millions, could be the big winner, right? Wrong! The truth is many people fail to receive their notices. And those who do either trash them or screw up the forms so badly that they're eliminated! So what are you waiting for? Go through your garbage! Get back that entry form and check every box, affix every stupid sticker and rush it in, because MAD has assembled the figures to prove convincingly...

**PUBLISHERS' SWEEPSTAKES**  
Old Shell Game, CT

**PROMPTNESS  
STICKER!**

**BONUS  
STICKER!**

**STICKER!  
YET ANOTHER!**

**Will You Win Ten Million Dollars?**

If you return the preselected winning number by June 30, we will declare that

**ED STICKYSTUFF HAS BEEN PRESELECTED TO CONCEIVABLY WIN TEN MILLION DOLLARS!**

**You Have 3 Choices!  
Do You Know How To Use Stickers?**

Single Rate  
Multiple  
C.O.D.  
Publisher's  
Subscription

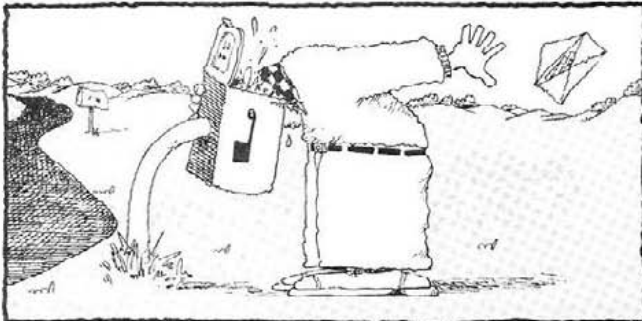
CKT-RT SORT  
Ed I. Stickystuff  
1040 Egg Carton Blvd.  
Paeudo, CA 92107

\*\*C9322

# WHY TO MAGAZ SL



**Among 50,000,000 entries sent out...**



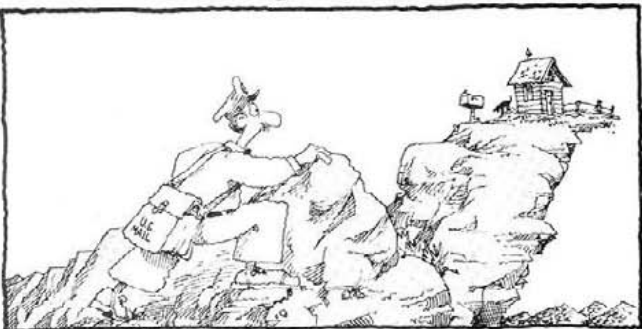
...14,168,000 will ruin their Sweepstakes entry forms by throwing up all over them the moment they see the picture of Ed McMahon.

**Of the remaining 35,832,000...**



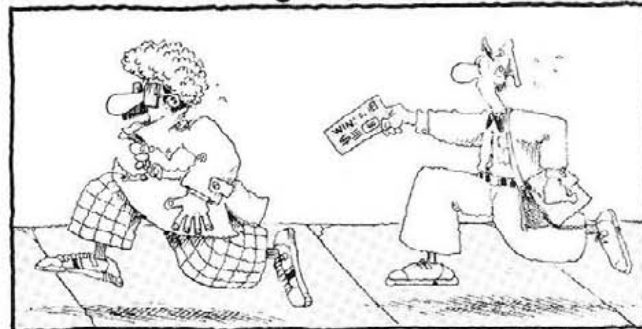
...184,000 will immediately throw the packet away after discovering that no hard core pornographic magazines are among those being offered.

**Of the remaining 30,886,951...**



...3,800,957 will be farmers and yahoos living so far out in the sticks that the mailman can't get through until two weeks after the deadline.

**Of the remaining 27,085,994...**



...622,460 will be former Mafia informants who got new identities from the F.B.I. and who are afraid to claim mail addressed to their real names.



# YOU ARE SURE WIN THE NEXT LINE PUBLISHERS' VEEPSTAKES

ARTIST: JOHN CALDWELL

WRITER: TOM KOCH

Of the remaining 35,648,000...



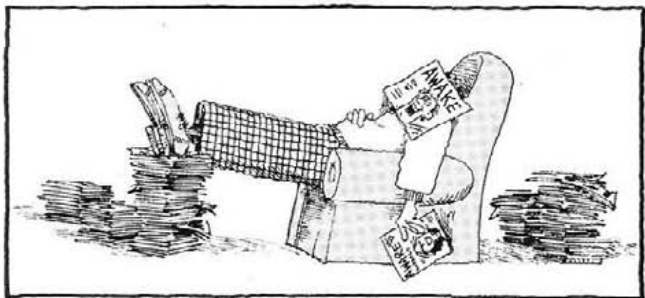
...2,300,049 will be wealthy Wall Street wheeler-dealers and real estate brokers who don't think prizes of yachts or houses are valuable enough to waste time trying to win.

Of the remaining 33,347,951...



...2,461,000 will be so confused by all the stickers, form letters, bonus seals, and other garbage that they'll give up without ever finding the Sweepstakes entry form.

Of the remaining 26,463,534...



...16,917,540 will be so busy reading the magazines that they subscribed to last year in hopes of winning that they won't have time to open this year's contest packet.

Of the remaining 9,545,994...



...924,875 will be so intent on winning the Promptness Bonus by mailing before "midnight tonight" that they'll be arrested for breaking into the Post Office before "midnight tonight."







# REACHING NEW HYPES OF ABSURDITY DEPT.

Hi, I'm Okra Windiree! Really! I bet you didn't even recognize the new skinny me! Hey, I lost so much weight my "Al Sharpton" Wig weighs more than I do! What's that have to do with anything? Well, it's my clever way of introducing today's topic—IMAGES!! You know, in 1988 we had an election in this country and the candidates were packaged and huckstered like hemorrhoid cream, odor eaters, roach poison or any other disgusting product! This brings us to today's special guest expert, Mr. Roger Ailing, who has just been chosen as...



# MAD'S POLITICAL IMAGE MAKER OF THE YEAR

Mr. Ailing, just what kind of background do you have? Are you experienced in communications or psychology?

Neither! I used to be a professional wrestling promoter!

What has professional wrestling got to do with politics?

They're the same! Wrestling promoters and political advisors both give guys phony images! And wrestling and politics are well rehearsed, carefully staged, good vs. evil confrontations which the public buys like they were entirely real!

So whether it's true or not doesn't matter as long as you fool the public!

Ya know Okra, you're quick! You're very quick!

~ FREE ~  
OUR HOSTAGES!  
★ PARDON ★  
Ollie North and  
John Poindexter !!

WE DON'T BRAKE FOR  
TED KENNEDY

NEITHER  
DOES  
HE...

IBM  
SHREDDER

WILLIE HORTON WANTS YOUR SISTER!

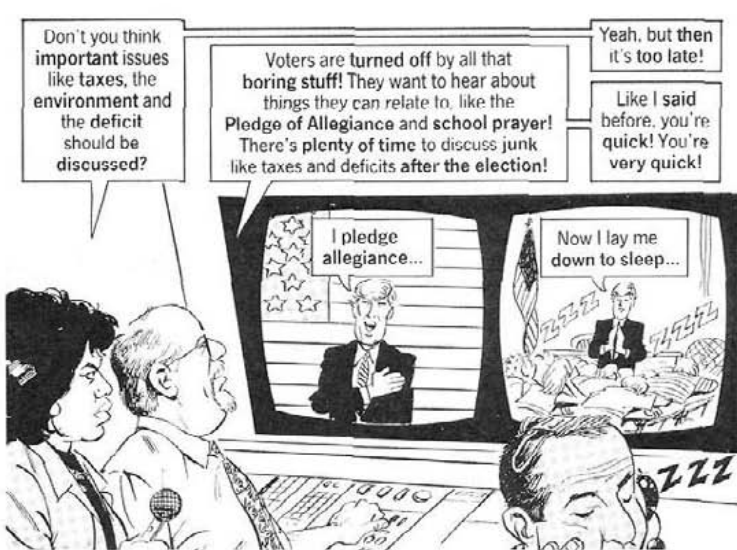
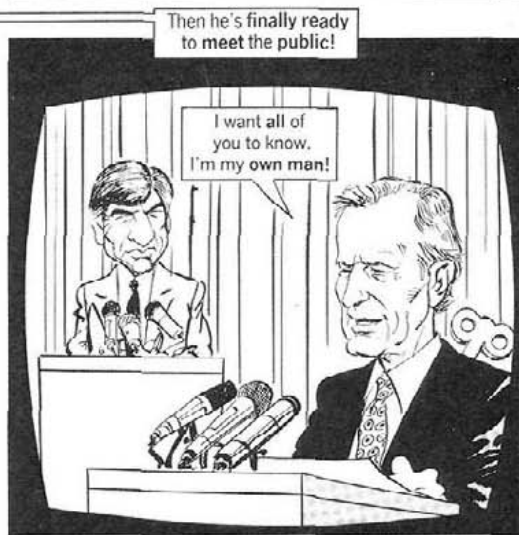
TOM FOLEY WANTS YOUR BROTHER!

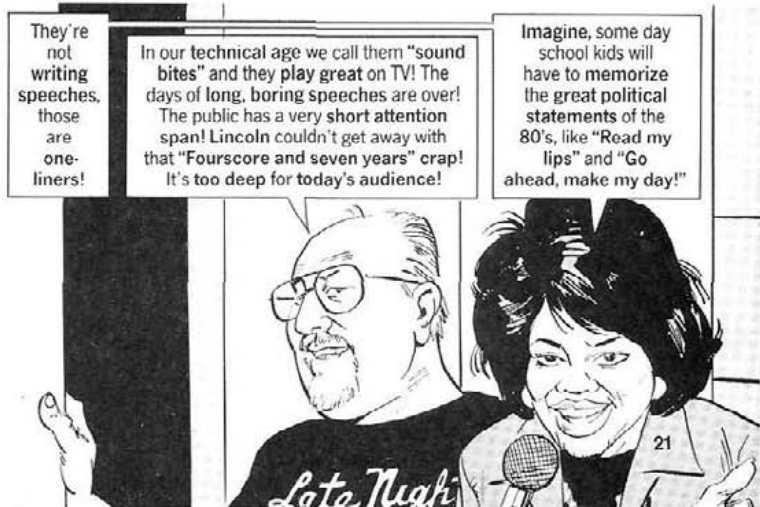
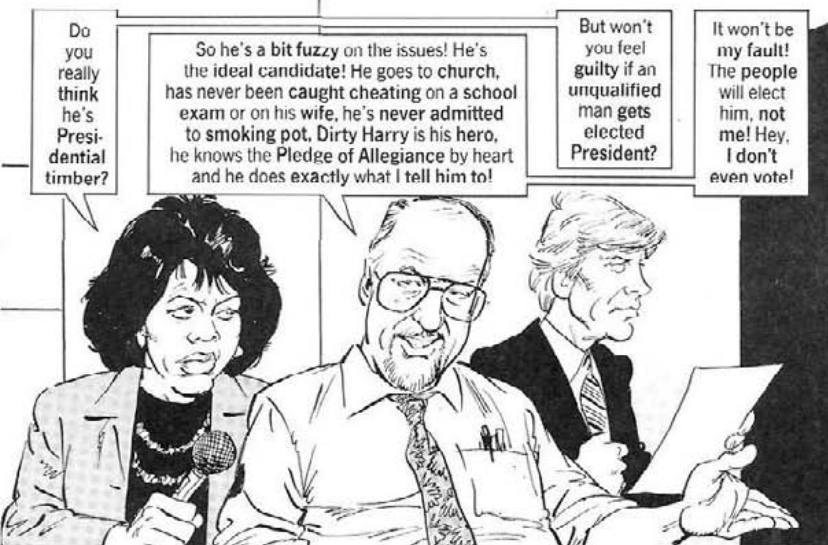
★ TED KENNEDY ★  
WANTS YOUR CAR!



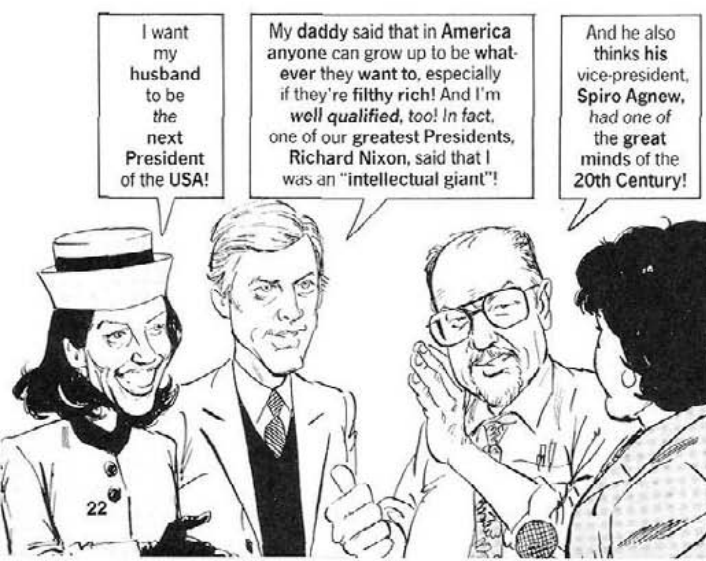
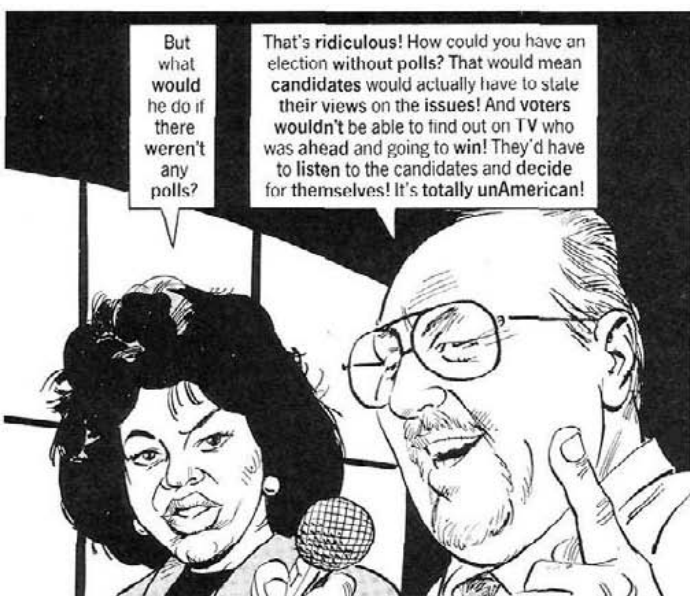
HAVE NO FEAR, WE SHALL SMEAR	
1	MIKE DUKAKIS ✓
2	JIM WRIGHT ✓
3	TONY COELHO ✓
4	BILL BRADLEY ✓
5	MARIO CUOMO
6	SAM NUNY
7	DICK GEPHART
8	AL GEORE
9	JESSE JACKSON
10	ALFRED E. NEUMAN

BRING BACK THE SOFA!  
BRING BACK THE CHAIR!

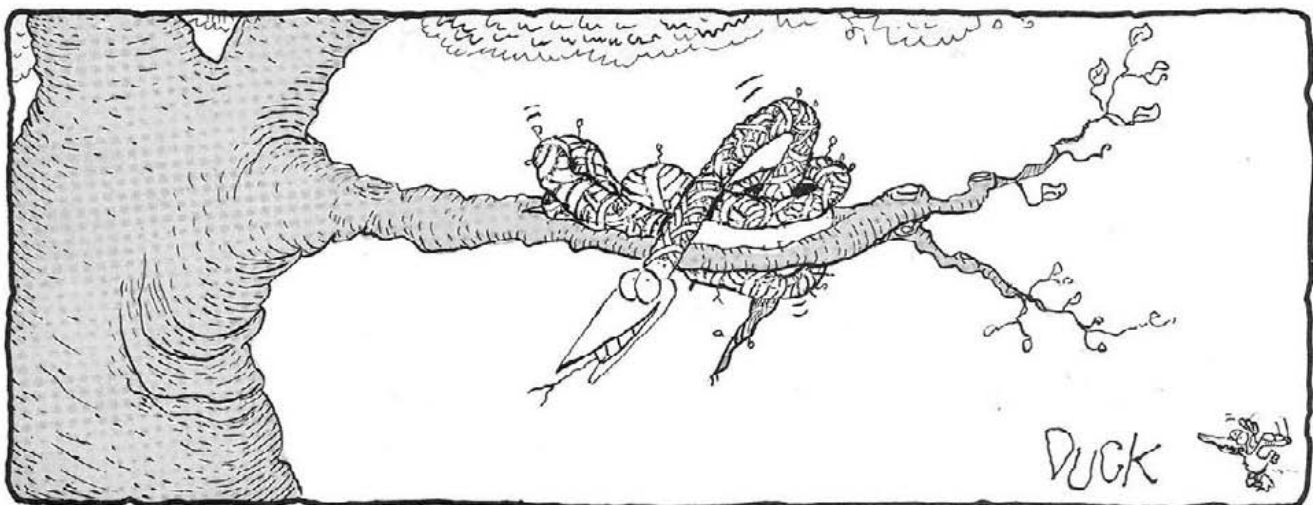
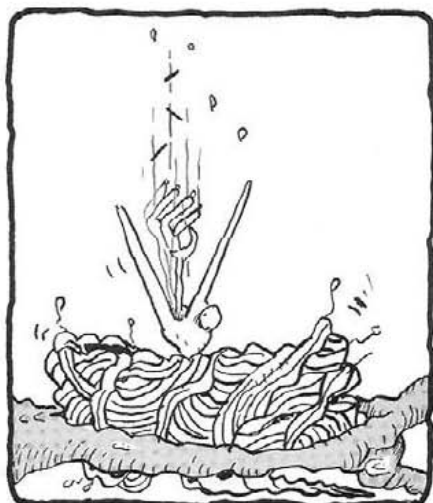
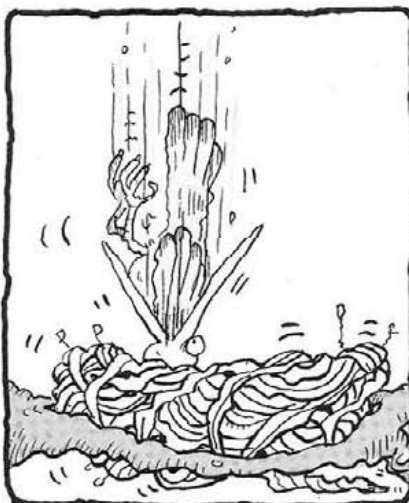
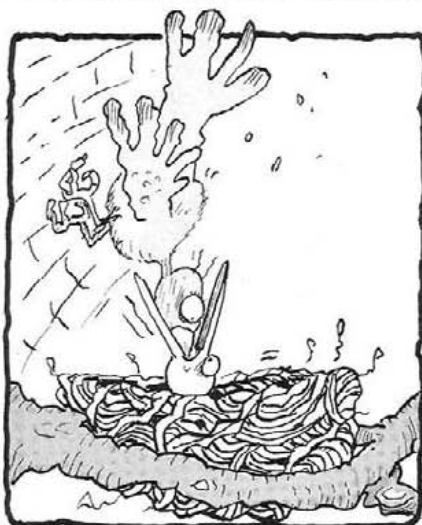
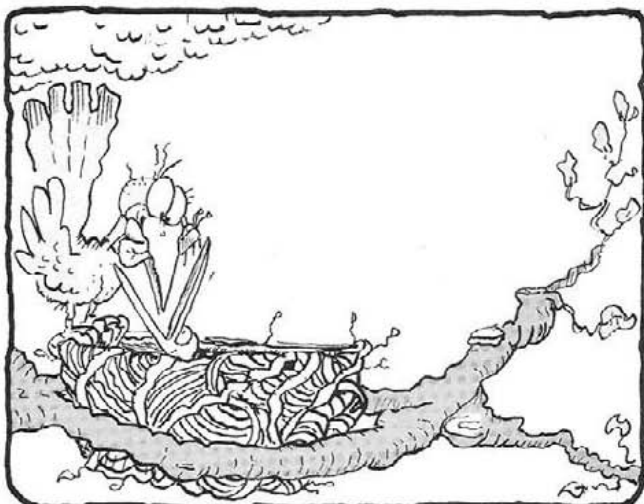
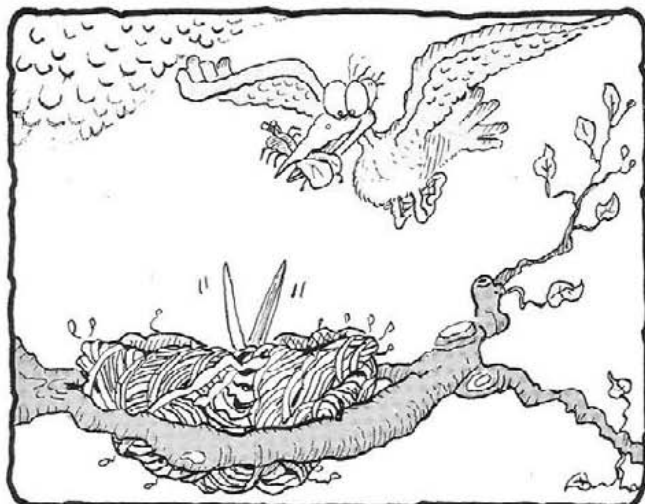








# THE FEATHERED FEEDING FRENZY



DUCK



LAST YEAR AMERICA CELEBRATED THE 100TH ANNIVERSARY  
OF ERNEST LAWRENCE THAYER'S "CASEY AT THE BAT."  
NOW, IN HONOR OF THIS GREAT POEM AND THE GAME  
IT GLORIFIED, WE OFFER YOU...

# Baseball

THE SUMMERS LACKED EXCITEMENT BACK IN 1869;  
THE NATION HAD NO PASTIME, WHICH WAS NOT A HAPPY SIGN;  
THOUGH SOME TURNED ON TO GOLF OR CAUGHT THE FEVER OF CROQUET,  
THROUGHOUT THE LAND DEEP SIGHS WERE HEARD OF BOREDOM AND DISMAY.

BUT THEN SOME GENTS PROPOSED A PLAN THAT FOLKS WOULD SURELY LOVE--  
COMPETING TEAMS PROVIDING THRILLS WITH BALL AND BAT AND GLOVE,  
AND, SPLENDOROUS IN UNIFORMS, PAID PLAYERS KNOWN AS "PROS."  
'T WAS BASEBALL, WONDROUS BASEBALL, AND WOULD BANISH ALL OUR WOES.

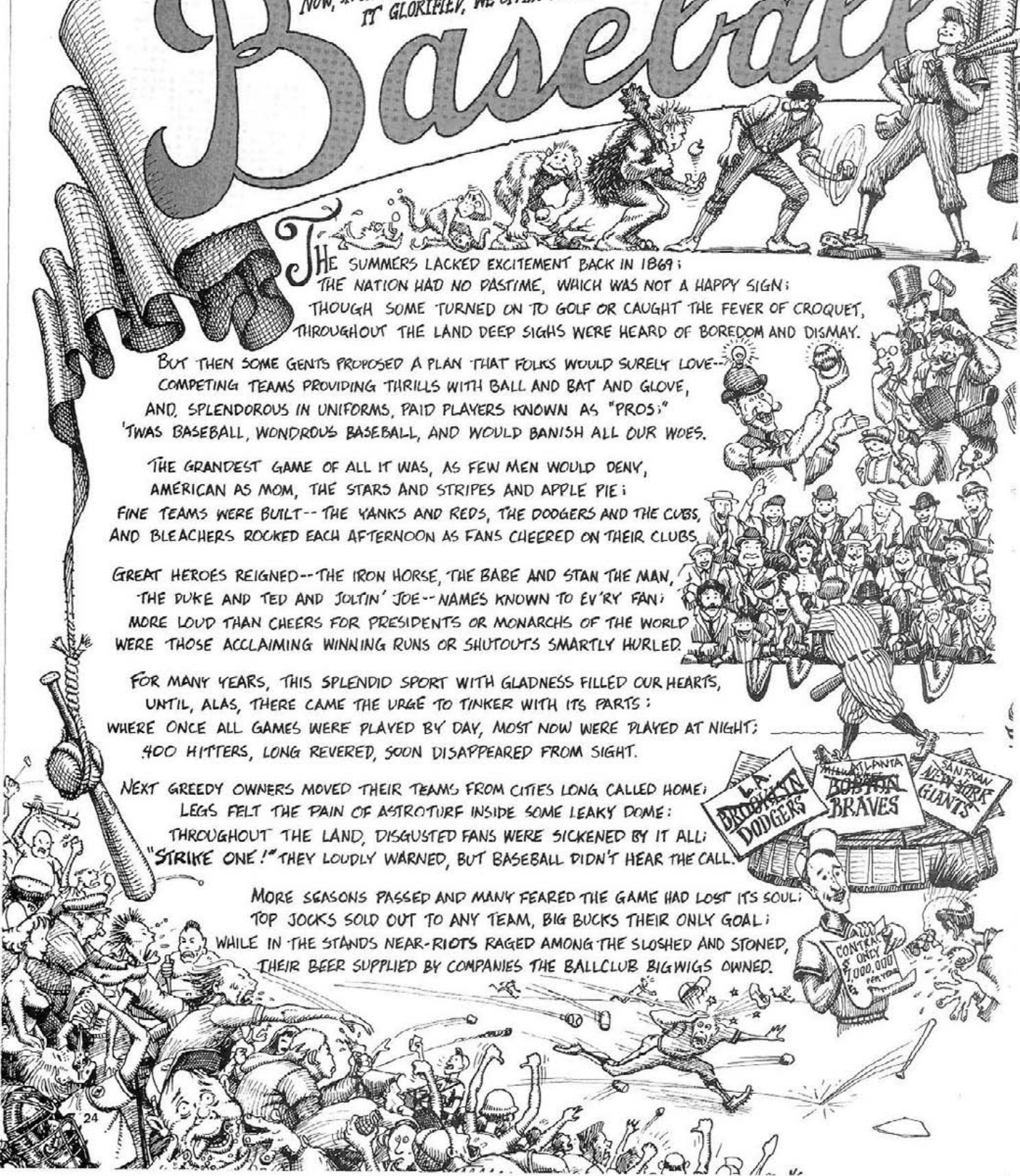
THE GRANDEST GAME OF ALL IT WAS, AS FEW MEN WOULD DENY,  
AMERICAN AS MOM, THE STARS AND STRIPES AND APPLE PIE;  
FINE TEAMS WERE BUILT--THE YANKS AND REDS, THE DODGERS AND THE CUBS,  
AND BLEACHERS ROCKED EACH AFTERNOON AS FANS CHEERED ON THEIR CLUBS.

GREAT HEROES REIGNED--THE IRON HORSE, THE BABE AND STAN THE MAN,  
THE DUKE AND TED AND JOLTIN' JOE--NAMES KNOWN TO EV'RY FAN;  
MORE LOUD THAN CHEERS FOR PRESIDENTS OR MONARCHS OF THE WORLD  
WERE THOSE ACCLAIMING WINNING RUNS OR SHUTOUTS SMARTLY HURLED.

FOR MANY YEARS, THIS SPLENDID SPORT WITH GLADNESS FILLED OUR HEARTS,  
UNTIL, ALAS, THERE CAME THE URGE TO TINKER WITH ITS PARTS;  
WHERE ONCE ALL GAMES WERE PLAYED BY DAY, MOST NOW WERE PLAYED AT NIGHT;  
400 HITTERS, LONG REVERED, SOON DISAPPEARED FROM SIGHT.

NEXT GREEDY OWNERS MOVED THEIR TEAMS FROM CITIES LONG CALLED HOME;  
LEGS FELT THE PAIN OF ASTROTURF INSIDE SOME LEAKY DOME;  
THROUGHOUT THE LAND, DISGUSTED FANS WERE SICKENED BY IT ALL;  
"STRIKE ONE!" THEY LOUDLY WARNED, BUT BASEBALL DIDN'T HEAR THE CALL.

MORE SEASONS PASSED AND MANY FEARED THE GAME HAD LOST ITS SOUL;  
TOP JOCKS SOLD OUT TO ANY TEAM, BIG BUCKS THEIR ONLY GOAL;  
WHILE IN THE STANDS NEAR-RIOTS RAGED AMONG THE SLOSHED AND STONED,  
THEIR BEER SUPPLIED BY COMPANIES THE BALLCLUB BIGWIGS OWNED.





# at the Bat

RESPONDING TO THE GAME'S DECLINE, THE OWNERS SPUN THEIR WHEELS,  
CONTENT TO RAKE IN TONS OF CASH FROM SWEETHEART NETWORK DEALS;  
THE FANS, AGAIN FORGOTTEN, SEETHED AS TICKET PRICES SOARED;  
"STRIKE TWO!" RANG OUT THEIR CALL, WHICH BASEBALL ONCE AGAIN IGNORED.

THE YEARS HAVE WEAKENED BASEBALL'S HEART; ITS PULSE IS FADING FAST;  
YET HOPE REMAINS IT MAY RECLAIM THE GLORY OF ITS PAST;  
BUT NOW WE HEAR OF COCAINE BUYS AND PLAYERS SNEAKING TOOTS,  
AND GAMBLING RAPS AND SORDID SEX AND PALIMONY SUITS.

YER OUT!!!

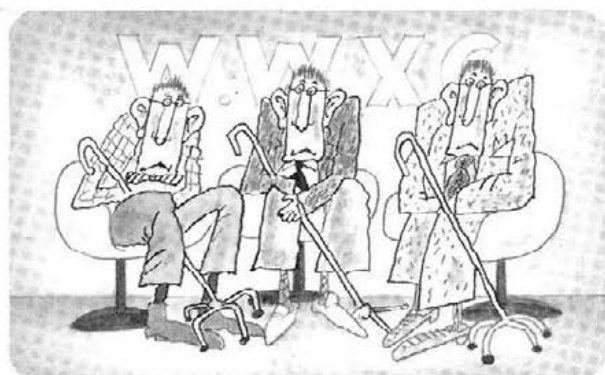
OH, SOMEWHERE THERE'S A GRAND OLD GAME THAT'S FREE OF GREED AND SLEAZE,  
A GAME WHERE OWNERS HONOR FANS AND KEEP THEIR GUARANTEES;  
AND SOMEWHERE JOCKS REMEMBER WHAT THE GAME IS ALL ABOUT,  
BUT YOU CAN KISS THE DREAM GOODBYE--ALMIGHTY BASEBALL HAS STRUCK OUT!

ARTIST: JAMES WARHOLA WRITER: FRANK JACOBS

THIS JUST IN ... AND OUT DEPT.

# FLEETING "STARS" OF THE SIX O'CLOCK

KENNEBUNK, MAINE:  
WEATHERBREAKER WHO FIRST SPOTTED HURRI-  
CANE WILBUR



LAWRENCE, KANSAS:  
THE COKER TRIPLETS, RE-UNITED AFTER SIXTY-  
TWO YEARS, THANKS TO THIS TV STATION



JERSEY CITY, NEW JERSEY:  
IN-LAWS OF THIRD LARGEST LOTTERY WINNER IN  
NEW HAMPSHIRE

ARTIST AND WRITER:



BUCKS COUNTY, PENNSYLVANIA:  
MISS LISA RUCKDESCHEL FROM THE UPSTATE  
SCHOOL OF MUSIC, WHO SANG THE NATIONAL AN-  
THEM TO OPEN THE TRIPLE-A BASEBALL SEASON



COLDSPRING, NEW YORK:  
MR. DAVID DASCH, WHO WALKED BACKWARDS  
FROM ALBANY TO NYC. TO PROTEST THE WAN-  
TON KILLING OF CRABGRASS

**TEXARKANA, TEXAS:**  
WINNER OF CHUCKWAGON CHILI CONTEST, AND  
JUDGES



**CINCINNATI, OHIO:**  
YOUNG MAN WHO MADE BARE-HANDED CATCH  
OF A DARRYL STRAWBERRY FOUL TIP

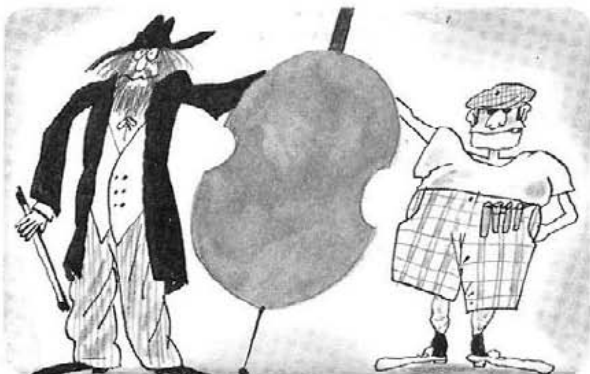


# LOCAL NEWS



**SAN FERNANDO VALLEY, CALIFORNIA:**  
MR. AND MRS. WALLY ZICKER AND THEIR RECORD  
86 POUND ZUCCHINI

PAUL PETER PORGES



**O'HARE AIRPORT, CHICAGO, ILLINOIS:**  
TAXI DRIVER WHO RETURNED PRICELESS BASS  
FIDDLE WITHOUT ACCEPTING A REWARD



**WINNEBAGO, HAWAII:**  
GRANDMA LULA BETH GRUNE, CONGRATULATED  
ON HER 101st BIRTHDAY BY HER GREAT-GREAT  
GRANDDAUGHTER TIFFANY



**LINCOLN, NEBRASKA:**  
FRANKLIN J. CUPS, HIGHEST STATEWIDE S.A.T.  
SCORER WITH HIS PROUD PARENTS



**SERGE-IN GENERAL DEPT.**

This film is a compilation of all the stupid movies you ever saw rolled up into one. It's beneath the writer's dignity to furnish an

# NO HOGAN

ARTIST: JACK DAVIS



This movie shows all of Hulk Hogan's talents!

It must be the shortest picture in film history!

Look at that guy staring down the Hulkster! Is this his first picture?

No, he was in a film called "Runaway Train"!

Oh, I saw that flick! What part did he play?

The TITLE ROLE!

You can't look me in the eye and call me a coward!

As the movie's producer, you hit upon an interesting idea. You pitted a black guy against a white guy and got both audiences! How'd you think of that?

I saw "Rocky I"!

And then you used a wrestling superstar to grab the kids! How'd you think of that?

I saw "Rocky III"!

What are you going to do for the sequel?

Oh, I'll think of something—after I see "Rocky V"!

# ВАРЯГ

This film started as a low budget movie but costs skyrocketed due to increased oil prices!

How did that effect the budget?

They used at least a barrel of the stuff on Hogan for each scene!

I can't look you in the eye—period!

The coming attraction trailers on TV were real exciting! I'm going to the movie so I can see all the action!

Don't bother!

Why not?

If you saw the trailers, then you've seen all the action there is to see in the film!

This movie is going to create a lot of excitement in movie theatres!

Yeah. Stink Bombs usually do!

POST NO BILLS

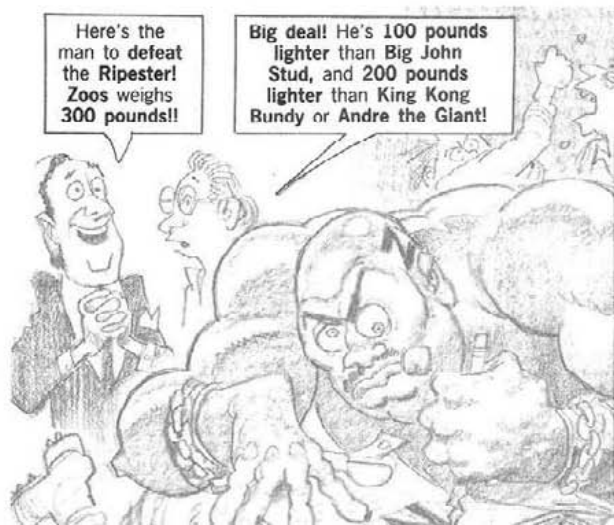
JESSE

KEPI-KORN

29







Ripe, Zoos just beat up your brother! He's in pretty bad shape!

There's only one thing for me to do! Get REVENGE!!!

Actually, there are a few things you could do. You could call a cop and have Zoos arrested for assault with intent to kill!! Or you could sue him! But that would be using your head, and you're not used to that!

Gee, I hate to see that!

You're embarrassed to see a wrestling champ show his emotions?

No, I'm embarrassed to see how much worse he acts on the screen than he does in the ring!



If you want to see Scamantha alive, you must agree to a fixed match!

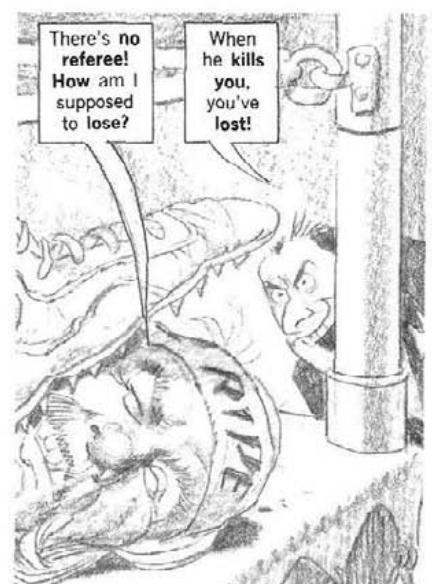
So... What's the catch?

Brill said that if I don't throw the match, he'll kill Scamantha! There's only one thing to do. Obey him!

Actually, there are a few things you could do! You could call the FBI and report the kidnapping. You could phone Brill and tape the call! You could...

There's no referee! How am I supposed to lose?

When he kills you, you've lost!

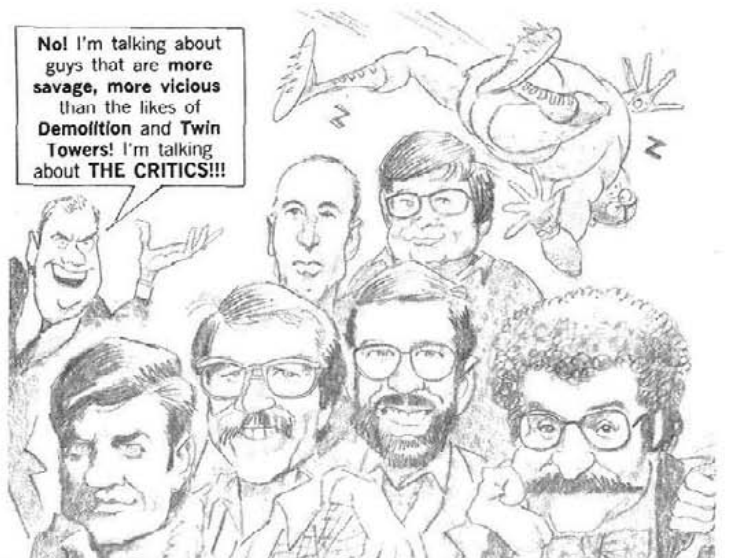
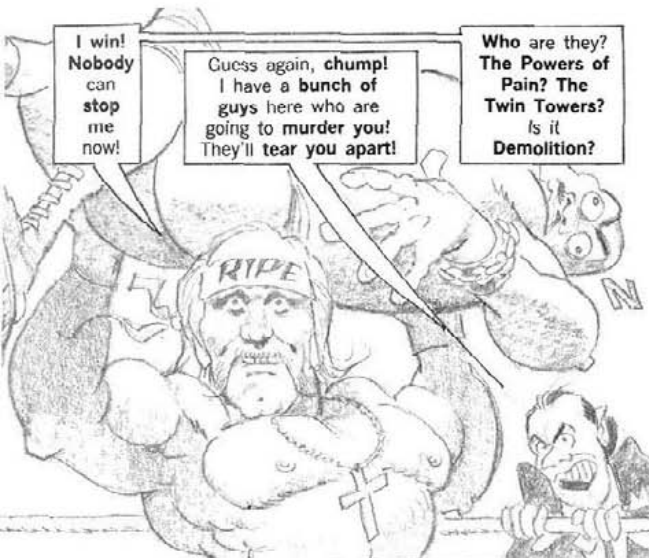


I win! Nobody can stop me now!

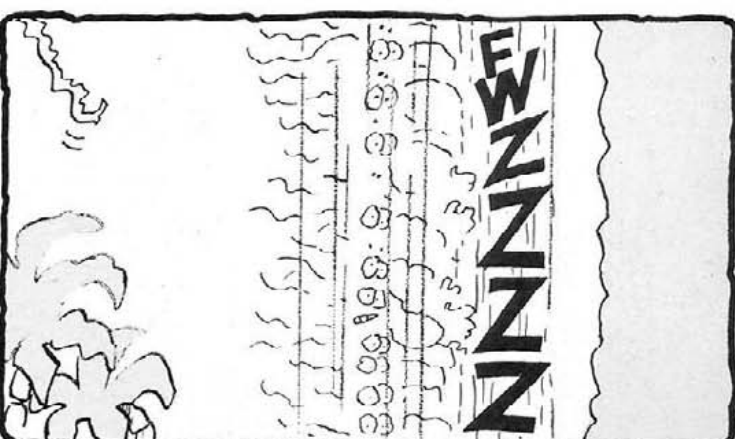
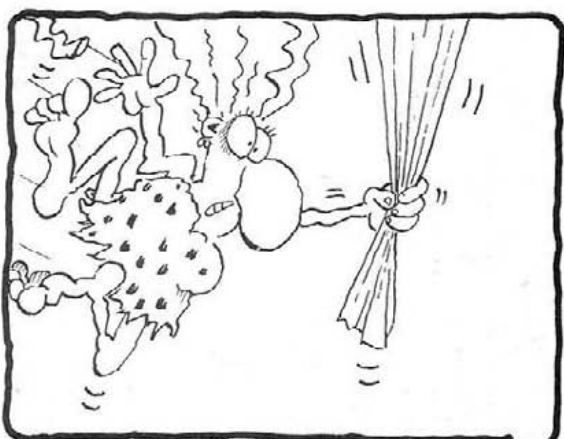
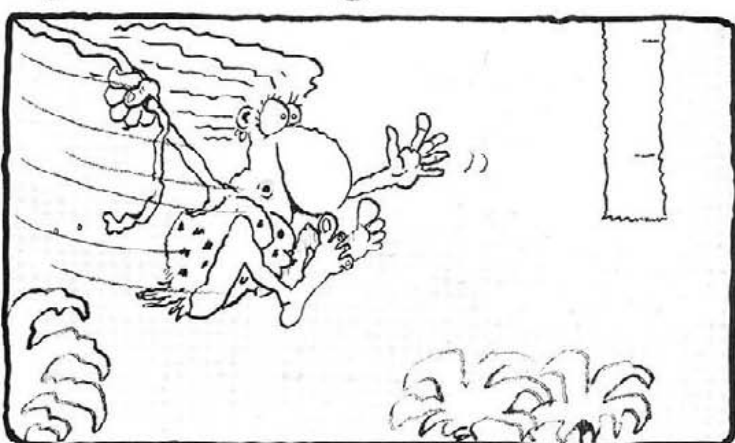
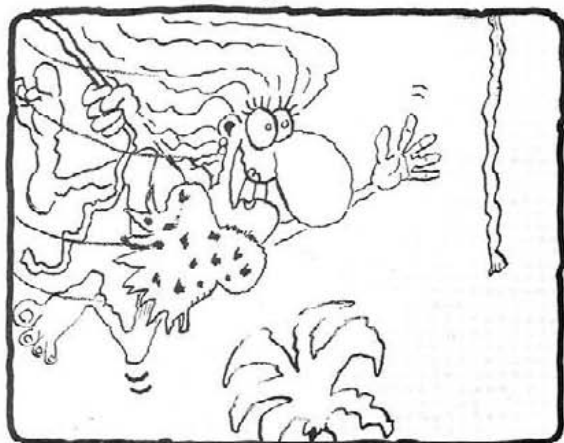
Guess again, chump! I have a bunch of guys here who are going to murder you! They'll tear you apart!

Who are they? The Powers of Pain? The Twin Towers? Is it Demolition?

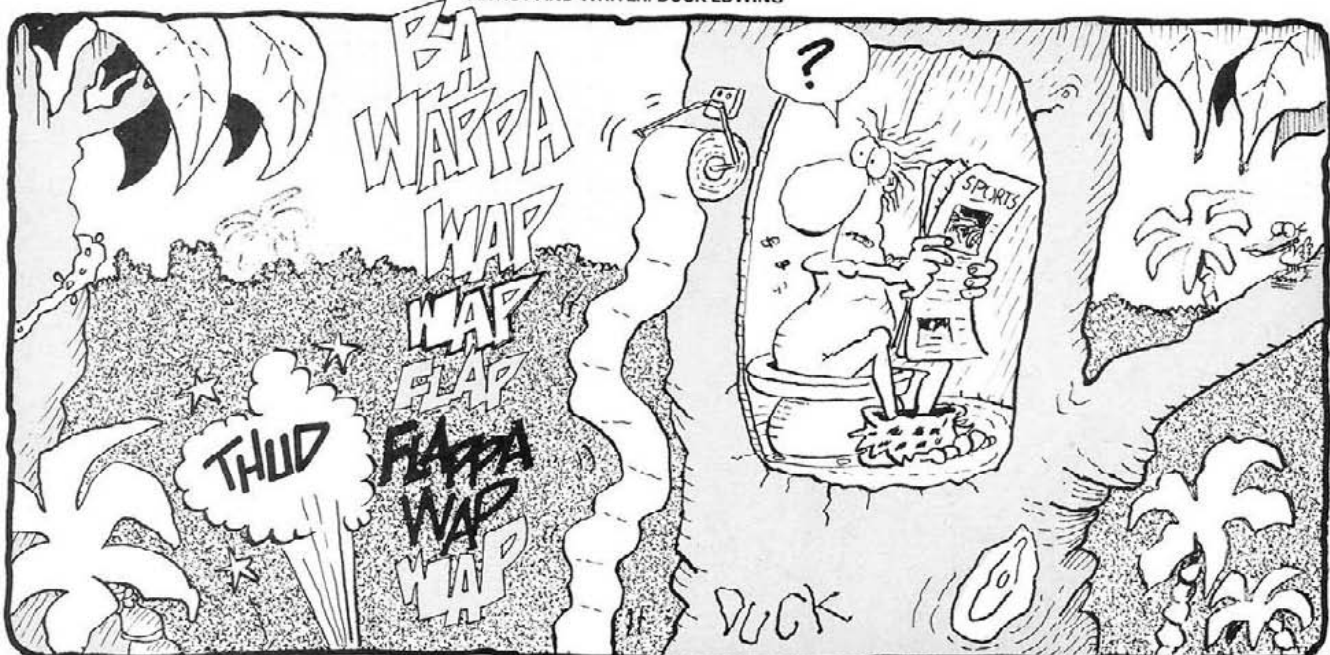
No! I'm talking about guys that are more savage, more vicious than the likes of Demolition and Twin Towers! I'm talking about THE CRITICS!!!



# THE JARRING JUNGLE JOYRIDE



ARTIST AND WRITER: DUCK EDWING





I'm on a Fullbright Fellowship and next year I'm going to be a Rhodes Scholar!

In other words, you're unemployed now and you intend to stay that way for the foreseeable future!

When we're young, we all play fun party games like "Pin the Tail on the Donkey" and "Beat the Crap Out of Phil." But when we get older, some people start playing other games, like "Impress a

# MA BIG BUS

ARTIST: AL JAFFEE

I was elected "Best Teacher" in my school this year!

That's because your students are too young to vote!

Why? Are you having your nose fixed?

You're a salesman at the record shop, right?

I can't stay too late. I'm due in surgery at seven in the morning!

In my career, I've sold over a million records!

My latest film will be finished next month!

If you'd taken it to Fotomat, you'd have gotten it back the next day!

Yes, that's the usual route to the exits!

My last comedy had the audience in the aisles!

Stranger" and "Stab Phil in the Back." So much for fun! But you can still enjoy yourself when you're surrounded by party-going blowhards (Phil! Are you paying attention?!!) by being prepared with

# D'S EGO PERS

WRITER: STAN HART



# HOW NEWSPAPERS WRITE

(TO JAZZ UP OTHERS)

**THE DULL STORY**

**THE HEADLINE**

**Volunteer Photographer Does Free Portraits  
Of Residents In City's Home For The Aged**

**ELDERLY PEOPLE MUGGED  
IN LOCAL NURSING HOMES**

**Groceries Topple From  
Shelves In Supermarket**

**STOCKS PLUMMET  
IN MARKET CRASH**

**Citizens Critical Of  
Atlantic City Landmark**

**BLAST ROCKS  
JERSEY PIER**

**Aides Expose Shoddy Paint Job Of  
Mayor's Office By Angry Workmen**

**VICIOUS SMEAR TACTICS CITED  
IN CITY HALL COVER-UP**

**First "Edsel" Being Sent  
To Smithsonian Institute**

**MAJOR DISASTER HEADED  
FOR NATION'S CAPITAL**

**Voting Drive Stepped  
Up In The Big Apple**

**V.D. ON RISE IN  
NEW YORK CITY**

**Visiting Celebrity Squeezes  
Into Crowded Subway Car**

**SINATRA MUSCLES HIS  
WAY INTO THE MOB**



# MISLEADING HEADLINES (THE DULL STORY VS. THE HEADLINE)

WRITER: PAUL LAIKIN

**Mysterious Lantern Wielder  
Disturbs Sleeping Homeowners**

**RESIDENTS COMPLAIN OF  
FLASHER IN NEIGHBORHOOD**

**Class For Under-Achiever Students Is  
Abolished For Lack Of Government Funds**

**DOPE GANG BROKEN  
UP BY FEDS**

**Rug Craftsmen Display Their  
Creations In Downtown Fair**

**HOOKERS OPENLY PLYING THEIR  
TRADE ON OUR CITY'S STREETS**

**Consumer Advocate Finds Con  
Edison's Rates Exorbitant**

**RALPH NADER SHOCKED  
BY ELECTRICAL CHARGE**

**Supply Falls While Being Lifted To  
High Shelf At Local Plasma Center**

**BLOOD SPILLED IN  
MIDTOWN BANK HEIST**

**Re-Opening Party Held  
At Three-Mile Island**

**BIG BLAST AT  
NUKE PLANT**

**Publisher Announces He Will  
Put Out Special Issue Of MAD**

**MADMAN THREATENS  
WORLD WITH A BOMB**

# A MAD LOOK AT

ARTIST AND WRITER: SERGIO ARAGONES



# GHOSTS





## LAW



BERG'S-EYE VIEW DEPT.

# THE LIGHTS

## BIRTHDAYS



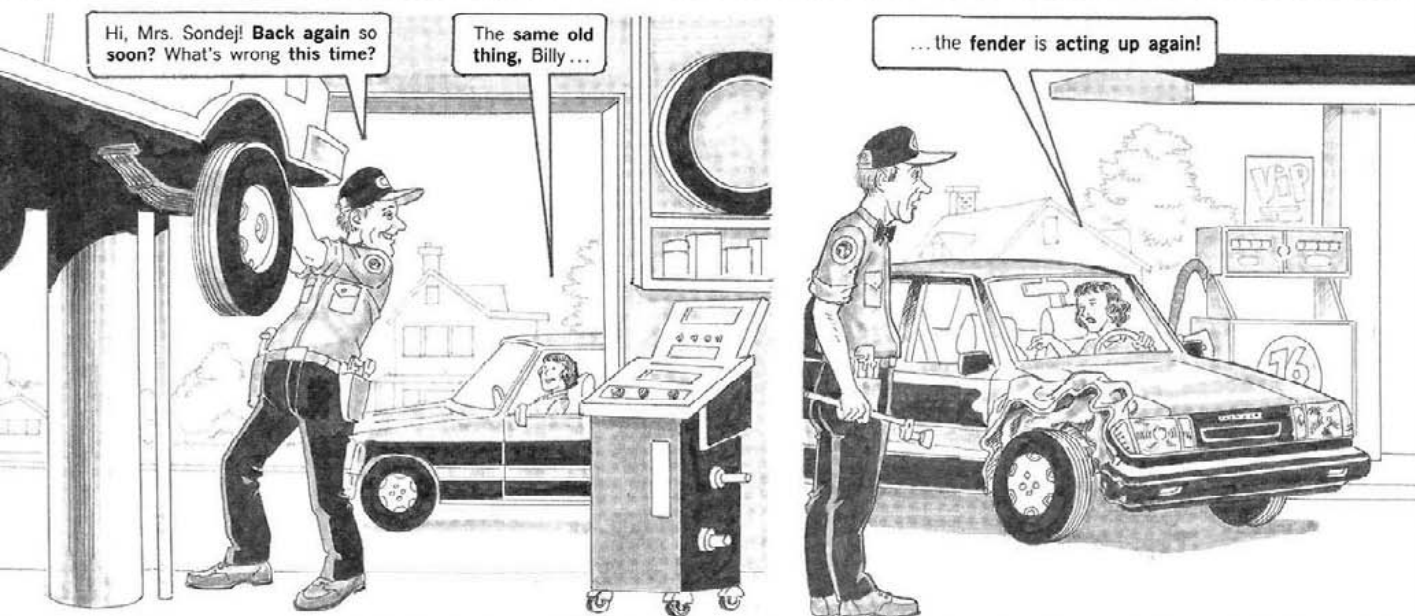
## COMMUNICATION



# R SIDE OF...

ARTIST & WRITER:  
DAVE BERG

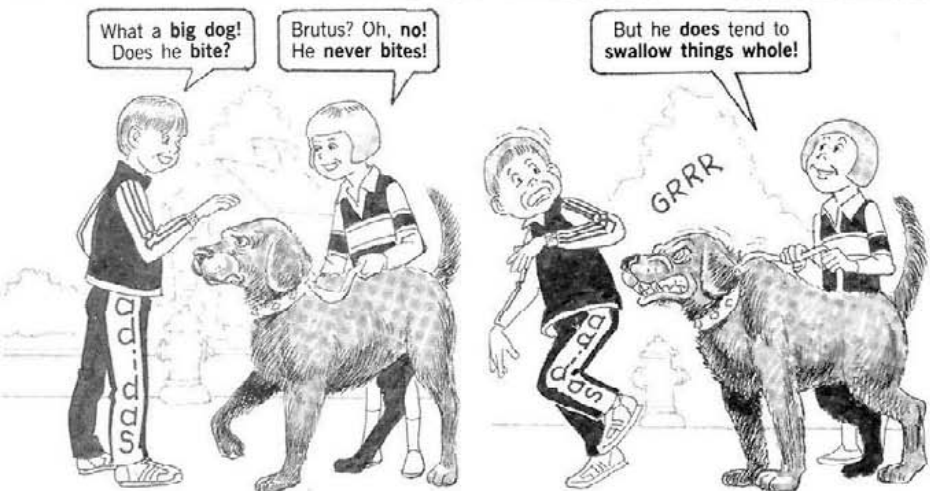
## DRIVERS



## GOOD SERVICE



## PETS



## FINANCES



## PRIVATE LESSONS





## EMPLOYMENT



## RELATIVES



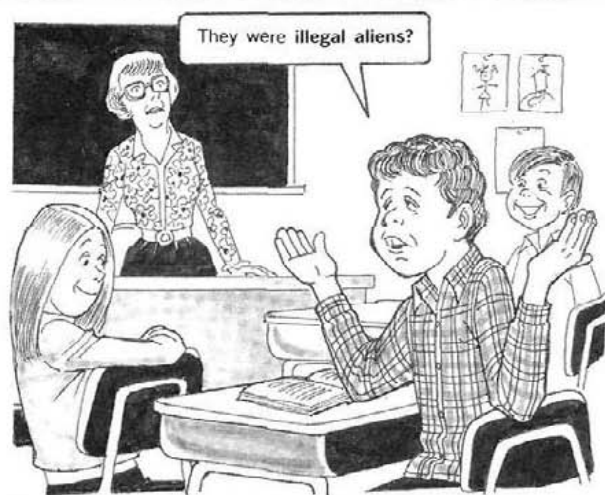
## HOMEWORK



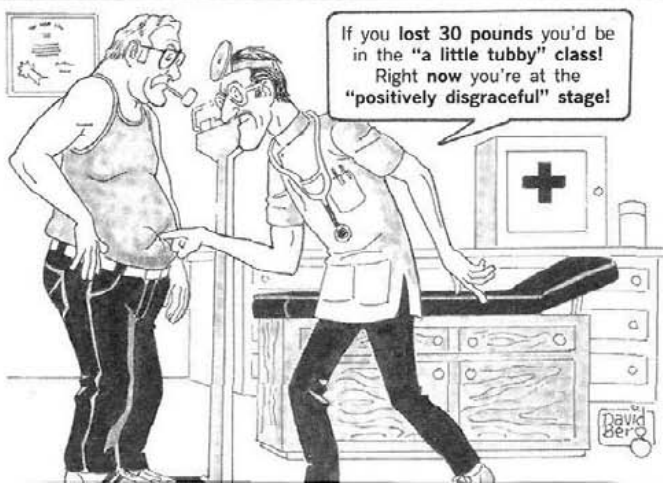
## BEING ON TIME



## HISTORY



## DOCTORS



FORD-GONE CONCLUSION DEPT.

What's the hot-action, feel-good hit of the summer movies that people are flocking to see? Well, actually it's a tie between two films—*Ratman* and *Ghostbusters II*, of course! Which is why MAD now proudly presents its satire of...

# TINBANANA JONES

and his

## LAST CRUDE DAYS

Snakes alive! Yikes! All these snakes are alive! Now you know why I hate snakes in my first movie as Inbanana Jones, although explaining that in the last film of the series doesn't make much sense! Anyway, I just retrieved the Sign of the Holy Contrivance so I can pass Archeology Merit Badge and finally become an Eagle Scout!

ARTIST: MORT DRUCKER

WRITER: DICK DEBARTOLO

Young Inbanana thinks ancient relics belong in a museum!

Yeah, right along side of this story line! But I want the Sign of the Holy Contrivance for my own establishment!

Me, too! What museum are you with?

I'm not with any museum, I'm with a collection agency! No one has made a payment on the Sign of the Holy Contrivance for over two hundred years! My company wants to repossess it!

In this movie I have an affair with a beautiful Nazi woman, get kidnapped, escape a blazing castle, survive a daring mid-air dog-fight, and almost get killed in a wild tank chase! It's sure nice to relax after all those wild James Bond films!

Wow! This is the longest chase scene on record! I started out as a young Boy Scout, fell in a vat of snakes along the way, and here I am as a mature, adult sex symbol—and the chase still hasn't ended!





I've got it, Professor Barbag! I've found the Sign of the Holy Contrivance!

Big deal! It took you 23 years! I hope you can find the Holy Grail a lot quicker!

Oh, I will! But one question—What's a Holy Grail?

The Holy Grail is a very sacred cup!

Sounds easy enough—unless I have to find the matching saucer, too!



Actually, I'd rather just stay here and be a sex object! Only an idiot would take on that quest!

Idiot? That's no way to refer to your father! Not only is Dr. Jones, Sr. on the quest, he found two of the three clues needed to find the Grail! The trouble is now we can't find him!



Let's look for him in Venice! Think of the wild boat chases in those canals, the death and destruction, the special effects! And if Dad is there, so much the better!



Welcome to Venice! I'm Dr. Snide, and I'm here to assist you just as I did Dr. Jones, Senior! He disappeared while doing research in this ancient library! Shall I call you Dr. Jones, Jun...

Don't say it! Don't ever use the "J" word! You can call me Inbanana! Now, where do we start?

Considering this plot so far, the "Sappy Fiction" section, I'm sure! Your father was looking for a certain ancient sign, Inbanana!



My bet is that we should start here!

You're a genius!



Those dirty rats!

I can't stand those filthy creatures either! Yecch!

I'm talking about Exxon! Their oil spills have even reached this ancient underground tunnel!



Here's the grave with the missing tablets! I'll just shove these old bones out of the way, tear off these ancient tapestries, and pry open this sacred coffin!

Dr., you're doing irreversible damage! I thought you, as an expert on archeology, respected antiquity!

I do! It's these old bones and artifacts that I don't care about!



Ah, I knew it—a boat chase! But it would be nice to know who you guys are and why you're trying to kill us!

We are men of peace! We are members of a cult of total love and brotherhood! Naturally, we kill anyone in search of the Holy Grail!

Well, since you're men of peace like myself, then I will try to kill you back!

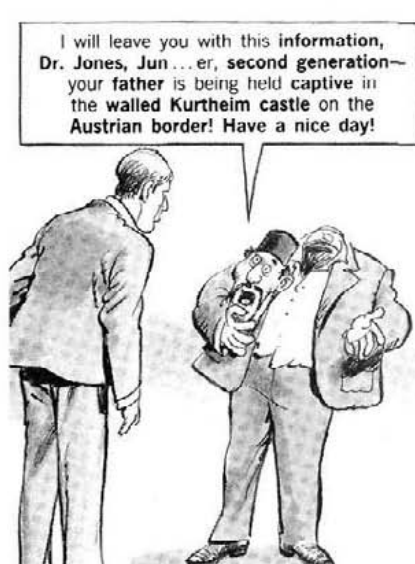
That is indeed very sporting of you, Doctor Jones, Junior!





Don't call me "Junior," or I'll steer you right into that giant propeller of the good ship Cuisinart!

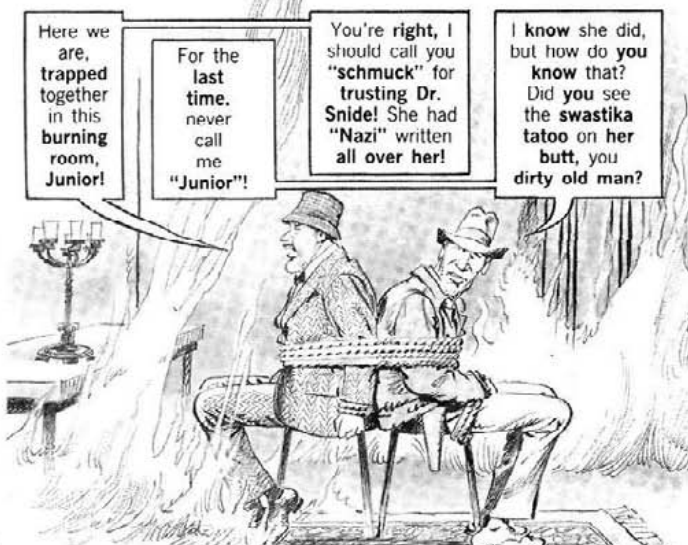
We come in peace and go in pieces! Such is life! Or perhaps death! Whatever!



I will leave you with this information, Dr. Jones, Jun...er, second generation—your father is being held captive in the walled Kurtheim castle on the Austrian border! Have a nice day!



This place is crawling with rats, too! Of the Nazi kind! The question is, in which room is Dad being held captive? He's such a fussy old coot, this one must be it!



Here we are, trapped together in this burning room, Junior!

For the last time, never call me "Junior"!

You're right, I should call you "schmuck" for trusting Dr. Snide! She had "Nazi" written all over her!

I know she did, but how do you know that? Did you see the swastika tattoo on her butt, you dirty old man?



When we find the Holy Grail, we can expect to see all sorts of unbelievable miracles, son!

I don't believe anything will come close to this miracle—two unarmed men escaping from a castle filled with Nazis armed with tons of the very latest automatic weapons!



There are a few things we must do to retrieve the Holy Grail!

What are they?

Let's see... "Walk softly and carry a big stick?" No, that's not it! "Close cover before striking?" No, I don't think so! "Swing your partner and doe-si-do?" No, that's not it, either...



This is absurd! Why don't you write everything down if you're so forgetful?

I'm not forgetful! And I did write it all down, you snotty kid! And yes, I do remember exactly where I wrote it—in my diary!

I just can't remember where my diary is!

Here's your diary! Look! I had it autographed by Der Fuhrer himself!

"To my naughty  
Nazi, Dr. Snide!  
I'll never  
forget the fun  
times in my  
bunker! Heil me!  
Adolph Hitler!"

You and Hitler?  
You are the  
lowest tramp  
in the world!  
C'mon Dad,  
let's get  
outta here!

Aw, wait, fellas! I was  
hoping that the three  
of us would goose step  
over to the hotel, get  
a room, and have fun  
trying to close the  
generation gap a little!

Why did  
we go  
through  
all that  
trouble  
to board  
the giant  
Zeppelin?

Obviously so  
we could  
steal this  
small  
escape  
plane  
underneath!

Why  
didn't  
we just  
steal  
any  
old  
plane?

Because I always wanted  
to take a nice, long  
ride on the **Hindenburg**,  
that's why! And now I  
can't be there for the  
big blowout when they  
land in New Jersey!  
Damn my bad luck!



See, there's the  
resting place of  
the Holy Grail,  
just like it's  
shown on my map!

Someone must have  
approached the  
cave and didn't  
plan a head!  
But you'll do  
better because I  
gave you the  
rules to follow!

What's that?



Dad's been shot and I've got  
to retrieve the Holy Grail  
or he'll die! Rule one—  
"Only the repentant man  
shall pass, but only if he  
knows where the 'off' switch  
is for the whirling blades!"



Rule two—  
"One must  
know how  
to spell  
'Jehovah'  
correctly!"

And which  
letter  
are you  
going to  
start with?

Hmm, let's see...  
in old Latin  
Jehovah begins  
with an "I"!  
I'd like to buy  
a vowel, Vanna!



Welcome! I am Sir Steven of Spielberg,  
keeper of the Holy Grail! I've been  
guarding it for over 1000 years. and  
when you figure in time and a half,  
I must be one very rich guy! But I  
warn you, stranger, only one of  
those cups is the real Holy Grail!  
Is it Cup #1, Cup #2, or Cup #3?

I'll tell you,  
suddenly this  
doesn't seem  
as much of a  
Holy Quest  
as it does  
one big  
game show!



Junior, you chose the  
correct cup and we  
drank the blessed  
waters! That means  
we both now have  
eternal life!

You mean I have to put up with  
your crotchety behavior and  
your insistence on calling me  
"Junior" and keep going on  
these wild goose chases  
for all eternity? No way!

I'm going back  
to Venice to  
drink some  
Exxon water  
and  
it all now!



THE END?



**WHEN IT COMES  
TO PROTECTING  
US, WHERE IS  
OUR GOVERNMENT'S  
WEAKEST LINK?**

## **HERE WE GO WITH ANOTHER RIDICULOUS MAD FOLD-IN**

Our government is ever vigilant when it comes to national security. Yet, one glaring weak spot remains. To find out where that is, simply fold in the page as shown in diagram on right.



**FOLD PAGE OVER LIKE THIS!**

**A ▶**

**FOLD THIS SECTION OVER LEFT**

**◀ B FOLD BACK SO "A" MEETS "B"**



**IN A WORLD THREATENED BY NUCLEAR CONFLICT THE  
FOREMOST CONCERN IS DEFENSE. THE ONLY GOOD  
CHANCE WE HAVE IS TO REPEL WHATEVER COMES IN!**

**A ▶**

**◀ B**

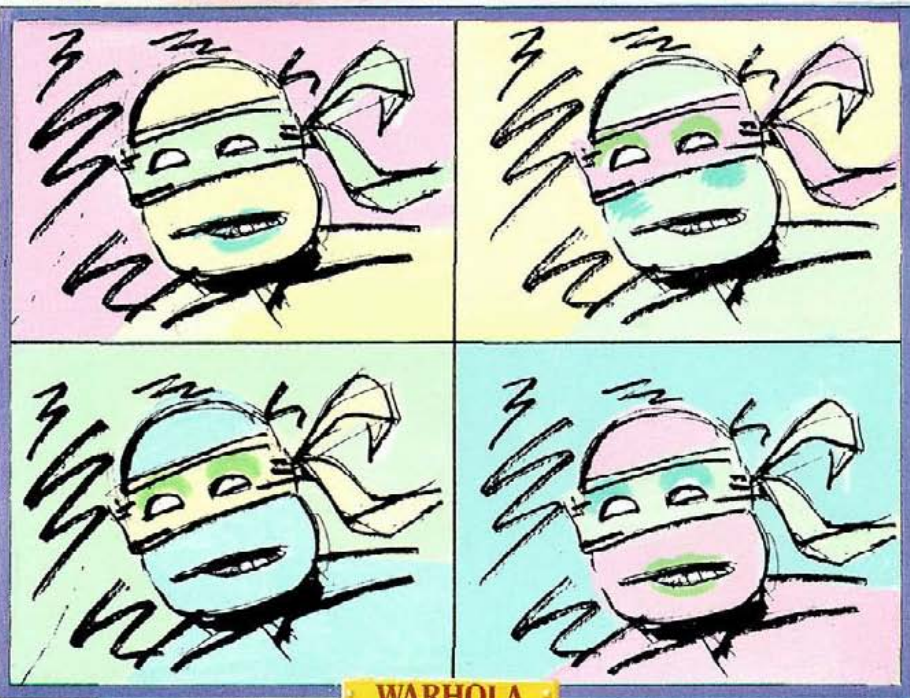


Leonardo! Michelangelo! Donatello! Raphael! Famous painters? Hmm...yes! But they're also the names of some pizza-chomping reptiles! Well, move over, you shelled schmucks! Here's

# MAD'S GALLERY OF LESSER-KNOWN NINJA TURTLES



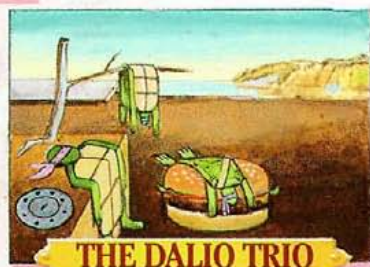
GRANNO & WOODO



WARHOLA



VINCENZO



THE DALIO TRIO



MONO



GAINESBORO



ROCCO